



FOM

WE ARE COMFORT.
WE ARE AFFECTION.
WE ARE AS WARM AS A HUG.

We will join you on any trip, no matter your destination or journey. Hitting the road, taking a plane or boarding a boat, **we will make you feel at home wherever you are.**



WE ARE MORE THAN EMOTION AND DESIGN.

FOM's colors and fun are mixed with technology and innovation to create who we are. The ergonomics of our products ensure perfect hold and support, they offer an unmistakably soft and welcome restorative. We are constantly developing in order to provide the best and continue being a synonym for wellness.



FOM

**WE ARE
100%
Brazilian,
standing for responsibility,
respect and diversity.
And that's what we want
to bring to the entire
world.**

OUR HISTORY



Our journey started back in October 2002, when Betina Lafer designed the Puff to be displayed at the “Gênios do Design” (Geniuses of Design) exhibition, organized by Tok & Stok (Brazil’s biggest furniture retailer). Betina developed an innovative and sensory product, which led to the company’s birth. And since then we have kept on growing! **FOM** designs more than 250 models every year, and the production of each one of them is supervised by physiotherapists. Every product we design is supported by **5 pillars: design, technology, fun, comfort and ergonomics.**

We are concerned about your body and your home and as a result we create products that our consumers cherish and admire. Betina is a designer, an architect, an interior decorator and a mother. She still closely supervises all of **FOM’s** products, ensuring every feature we stand for is present.

HERE'S OUR HISTORY

2002

Betina Lafer created the Puff to be exhibited at “Gênios do Design” (Geniuses of Design). This was **FOM's** first product, which later became a design icon.

2003

We had a great start! **FOM's** futon was mentioned in the 17th “Prêmio Design MCB” (MCB Design Award).

2004

Betina alongside her husband **Sidney Rabinovitch** founded the brand you know as **FOM**.

2006

We opened our first kiosk in a shopping mall in São Paulo!

2008

We started a franchising strategy, which resulted in the brand's expansion and made us a reference in the Brazilian franchising market.

2010

Our work was recognized by the market. We won the “Empreendedor de Sucesso” (Successful Entrepreneur Award).

HERE'S OUR HISTORY

We became partners with Disney, adding a little more magic to **FOM**, and starting a successful partnership.

2014

2013

We won the “Prêmio Estande” (Stand Award) at the 22nd ABF Franchising Expo, Brazil’s largest franchising fair.

2015

We also stood out in Visual Merchandising! Our store inauguration event won an award at the ABF + RDI Design Awards.

One more outstanding partnership: our first co-branding venture with one of Brazil’s most renowned fashion designers, Alexandre Herchcovitch.

2016

2017

We launched another very successful collection in partnership with the Brazilian fashion designer Ronaldo Fraga.

BEHIND EVERY FOM

FOM is made up of passionate professionals, who encompass everything the brand stands for. We are innovative, responsible and committed to the proposal we embrace. We are always looking for new solutions to bring you comfort and design in every product, as well as being aware of the newest trends. We focus on delivering products that will provide our customers with a more comfortable life. We work by **FOM's** values, helping to spread new ideas, having fun and just like our customers, we are enchanted by our creations too. Our goal is to always stir emotions and, in this process, we end up stirring emotions in ourselves too.



FOM

OUR GOAL IS TO ALWAYS
stir emotions and,
in this process, we end up stirring emotions
IN OURSELVES TOO.



We are built on 5 pillars - design, technology, fun, comfort and ergonomics. Here are some more features you will find in our collections:

- Special finishings
- Technological fibers
- Seasonal products
- Exclusive patterns
- Hypoallergenic goods
- Malleability
- Non-toxic resilient filling
- Quality Certifications
- Easy to wash
- OEKO-TEX Certification
- 100% Brazilian production

PRODUCT MIX

FOM's products are timeless and inspired by the life of Betina Lafer, Brazilian architect and designer, our co-owner and founder. We launch 8 new collections every year, to expand our product lines and bring new trends to our customers.

Besides the new releases, **FOM's** permanent collection is comprised of multifunctional products, which ally design and functionality.



FOM

250+ NEW PRODUCTS DESIGNED EVERY YEAR

FOM

400,000+ PIECES SOLD LAST YEAR

300+ WHOLESALE STORES

400+ EMPLOYEES

1,500,000+ PIECES SOLD SINCE WE BEGAN

FOM

50,000+ PIECES MANUFACTURED MONTHLY

made in
BRAZIL
with
AFFECTION

**We are a 100% Brazilian company
and proud to be so.**

When we support responsibility, respect and sustainability, we are looking after our country and giving the world the best we have.

As affection is one of Brazilians' most prominent features, we try to communicate in every product we develop not only our identity and culture but also our tenderness.

FOM

OUR product LINES!

TRAVELING

Any trip is more comfortable with **FOM traveling** products! A variety of neck pillows, sleeping masks and other goods ensure peace and privacy, no matter your destination or journey.



FOM

OUR
product
LINES!



WELLNESS

FOM is also present when we talk about relaxing. **FOM Wellness** was developed to ensure you enjoy your moments of rest and relieve stress by using technology and ergonomics.

OUR
product
LINES!

MOM AND BABY

Safety, ergonomics and love.

FOM Mom and Baby counts on our unmistakable softness in hypoallergenic products, so that bond between mother and baby becomes even more special!



OUR product LINES!

TOYS

Collectible! **FOM Cuties** is full of amusing products. They are very soft, washable, hypoallergenic and so much fun. Toys exclusively designed with vibrant colors and the unmistakable softness you only find in our products.



FOM

SIDE BY SIDE TO EXPAND



FOM is a company that invests in co-branding. Collaborations with partners from all kinds of markets, who share the company's values, result in innovative creations and the development of special products.

Associations such as SOS Mata Atlântica (SOS Rainforest), brands such as Angry Birds and Disney, fashion designers such as Alexandre Herchcovitch and Ronaldo Fraga have already been partners in our collections.

FOM

OUR STORES

Our stores are located in some of the most important Brazilian shopping malls. Since 2002 they have featured design, color and comfort.

Each and every store and franchise is part of a company loyal to its essence: 100% Brazilian.

40+ STORES IN AIRPORTS
AND SHOPPING MALLS



Queridinhos
um mais legal que o outro!

Mamãe Bebê
gostoso como colinho de mãe!

Viajar
meu FOM vai sempre comigo!



SHOPPING MALL
Shopping P tio Paulista
S o Paulo



FOM

KIOSK
Shopping Eldorado
S o Paulo



FOM Gifts

Since 2013, **FOM** has been developing customized and innovative products, always maintaining the same quality of our own collections. They have served as promotional gifts for companies such as Jeep, Facebook, Twitter and Google.

FOM Gifts help achieve our clients' goals by developing exclusive products. Gifting with **FOM** is giving affection, comfort and being remembered by those who receive it.

FOM Gifts are also made from our premium fabric and have the same features as any other **FOM** product.

