

A vibrant, colorful collage of various people and toys, each framed within a circular shape. The collage includes a young girl smiling, a woman with her eyes closed, a man in a green hoodie smiling, a woman in a pink polka-dot shirt laughing, a woman in a yellow dress holding a striped bag, a man holding a baby, a woman in a white top smiling, a man in a blue shirt, and a young boy with a 'Jump Music' bag. The background is filled with various stuffed animals and toys, creating a playful and joyful atmosphere.

FOM



FOM



INSIDE
FOM

FOM is a benchmark in **wearable, comfortable** and **well-being** accessories that adapt to the shape of your body, providing comfort and convenience in any position. Designed and manufactured in Brazil, **FOM** combines design, technology and ergonomics. A combination of technological fibers with a micro-bead filling provides strength and flexibility in one product.

*Transform sensations into unique experiences.
Welcome to the FOM Universe!*


A team of highly dedicated designers, in pursuit of the latest urban and technological fashion trends, along with recommendations from leading health professionals, **fuse quality** and **cutting edge innovation** in each and every **FOM**.


From hand-sketched design, to streamlined modeling for large scale production, FOM products are created to provide **fine-tuning for the consumer**, where **pleasant sensations** upon contact with the body makes **FOM** an essential day to day accessory.


endless SENSATIONS





 FASHIONABLE PRINTS

HYPOALLERGENIC TREATMENT 

 SPECIAL FINISHING TOUCHES


RESILIENT, NON-TOXIC AND RECYCLABLE 

 TECHNOLOGICAL FIBERS

CERTIFIED BY ASTM AND INMETRO  

 SEASONAL PRODUCTS

EASY TO WASH 

 STRENGTH AND FLEXIBILITY

HAND-MADE IN BRAZIL 



infinite possibilities

TO HUG, SQUEEZE,
SQUISH, USE AND ABUSE

FOM products are timeless and are inspired by the life of Brazilian architect and designer **Betino Lafer**, partner and founder of FOM.

In line with promotional commemorative dates on the Brazilian calendar, the brand introduces **200 exclusive models every year**.

The FOM permanent line relies on multifunctional products which combine **exclusive design** with functionality!

TRAVEL



SLEEP



PUFFS



MOTHER AND BABY



MUSIC



RELAXING



COMICS



200+ new products developed per year

50+ exclusive FOM stores

300,000+ units sold in the last year

presence in 300+ multi-brand stores

400+ employees



PUFFS



MOTHER & BABY





COOL KIDS



growing

SIDE BY SIDE

FOM invests in **partners to innovate** its creations and reach potential customers. **Major brands** and organizations have already linked their names with FOM, like The Angry Birds characters, various animals threatened with extinction from the world's fauna, through the NGO Mata Atlântica, Mickey Mouse Clubhouse and other famous Disney icons, among others.



Tsum Tsum, the round characters that are a Disney craze.

WHO HAS GONE FOM

ANGRY BIRDS Disney

SOS MATA ATLÂNTICA



made

in

with

fun
Disney®

make
yourself
at home



THERE IS
ALWAYS A
FOM STORE
NEAR YOU.

FOM is a consolidated brand on the Brazilian market for over 10 years, with its own stores and franchises, present in the country's main capitals. There is always a FOM waiting for you in prestigious malls, airports or from several representatives.



Airport



Kiosk

Shopping Mall

A tale of love

"FOM PRODUCTS ARE TRENDY AMONG THE YOUTH, ABOVE ALL, TEENAGERS, WHILE ALSO ATTRACTING ANYONE WHO IS IN SEARCH OF WELL-BEING, DESIGN AND QUALITY"

Sidney and Betina
Partners and founders of FOM



FOM's success for over a decade in existence is directly linked to the market diversity in which their products are suited: well-being, decoration and gifts.

The history of the brand started in 2002, after a trip to France by architect **Betina Lafer**, business partner and wife of Sidney Rabinovitch, where she brought with her an adorable cushion to cuddle on the journey. Sidney saw a great business opportunity there.

A new product, an unknown brand, prime material that was difficult to find, a lot of wasted material, until finally, production of the first product in the line: a big puff designed by Betina. The FOM puff participated in the **Gênios do Design** (Genius of Design) by Tok&Stok, and was sold in their stores. To increase business, FOM invested in the corporate market, designing **co-branding** lines with major brands including Google, Itaú and Nivea.

In 2004 Sidney and Betina began to grow the business, they opened a warehouse and modernized their machinery. The first kiosk opened in 2006. In 2008 they began expanding through **franchising**. Today FOM has over **50 stores** all over Brazil.



FOM gifts

**TAILORED TO
BE ALLIED
WITH YOUR
BRAND**

A leader in product development, **FOM** seeks to create, innovate, and above all, reach the expectations of the client, with **tailored products** to suit specific needs.

The **customization** and exclusive **product development** brings with it numerous business opportunities, defines the relationship between the brand, its employees and consumers and provides valuable experiences.



EXCLUSIVE DEVELOPMENT

Exclusively designed products for promotions for XBOX and JEEP.



CUSTOMIZATION

Choose any **FOM** and we will give it the face of your brand.



everyone together for a good cause

FOM chose GRAACC (Support Group for Children and Adolescents with Cancer) as a partner in the not for profit sector.

GRAACC is a non-profit organization, created to ensure that children and adolescents with cancer have **every chance of a cure and better quality of life**, using the most advanced science and technology available.

GRAACC + FOM



|| FOM products bring comfort to the patient throughout post-treatment, and the patient can take their FOM home afterwards! FOM is also a GRAACC sponsor, giving monthly donations. Regular campaigns, where a percentage of the sales are donated to GRAACC, are extremely important. These campaigns have made a big difference in the quality of the treatment of children and adolescents with cancer. ||

Tommy Allersdorfer
General Manager - Institutional development

GRAACC



FOM

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