

# TOUS

**“Un icono no es tal hasta que la gente dice que lo es, se hace con él”**

*Rosa Oriol*

# LA MARCA



**EN TOUS CREAMOS, DISEÑAMOS Y FORJAMOS UN MUNDO HECHO CON NUESTRAS MANOS Y NUESTROS CORAZONES.**

Un mundo que inspira alegría, esperanza y pasión para ayudar a las personas a sentirse mejor. Porque el mundo de TOUS no se explica; **hay que sentirlo.**

Durante más de 25 años, el emblema de la marca ha emocionado a todo tipo de personas de espíritu joven y se ha convertido en un amuleto de la suerte para muchos. De formas redondeadas y carácter emocional, **se ideó para evocar los recuerdos más dulces de la infancia.**

# FECHAS CLAVE



**1920**

Salvador Tous Blavi was by now a young apprentice watchmaker in Montblanc (Tarragona, Spain).



**1930**

At the age of 21, Salvador Tous Blavi and his family moved to Manresa where he worked as a watchmaker.



**1965**

Salvador Tous Ponsa and Rosa Oriol Porta got married and took over the family business.



**1970**

Rosa set up a small jewelry workshop back shop and customized special pieces of jewelry.



**1985**

The TOUS bear was born. Beginning of expansion in Spain with the opening of a store in Lleida.



**1989**

Opening of the first store in Barcelona, which became an immediate success.



**1992**

Rosa, Alba, Laura and Marta gradually joined the family business.



**1996**

Internationalization with the opening of stores in Japan, the US and Germany, and the consolidation of participated companies in Spain.



**1997**

Pioneers in hiring a brand ambassador, Eugenia Martínez de Irujo, the Duchess of Montoro.



**2000**

TOUS decided to diversify and extended its business to fashion accessories, bags and perfumes.



**2005**

TOUS opened stores in New York and Paris (2004) subsequent to opening one in Mexico (2001).



**2007**

Opening of the new HQ on premises of more than 10,000 m2. TOUS started selling online in 2006.



**2008**

Alba Tous became the Chairwoman in 2009 and Marta Tous took charge of R&D.



**2010**

National and international growth. Acquisition of the TOUS (TATO) and TOUS & TOUS (accessories) workshops.



**2013**

New store concept with attractive open plan spaces designed to deliver a TOUS experience.



**2014**

Opening of a new TOUS workshop in Sabadell (TATO) on premises of 3,700 m2.



**2015**

TOUS fast tracks its international operations by joining the Partners Group.



**2016**

Rosa Oriol and Salvador Tous received the 2016 Business Leader of the Year Award from the Spain-US Chamber of Commerce.



**2017**

TOUS had subsidiaries in, Shanghai, Mexico City, Miami and Spain. Review and development of its new corporate culture.



**2018**

Creation of the TOUS Jewelry and Artisans School. Became a member of the Responsible Jewellery Council.



**2020**

100 years of history with its customers and employees. Becomes a certified member of the Responsible Jewellery Council.



**2021**

Renovating work spaces under energy criteria that promotes creativity, inspiration, innovation, health and vitality of people.



**2022**

TOUS presents its brand evolution with which it elevates its essence to its maximum expression, putting self-expression and creativity at the center.

# LA COLECCIÓN

Una **línea para el cuidado del cuerpo muy completa** y compuesta de 5 productos exclusivos, que toman su inspiración en los valores de la marca, para hacernos sentir **una experiencia única.**

Tous quiere darte un momento de cuidado suave, lleno de emociones florales y aromas blancos y chispeantes.

**UN MOMENTO ÚNICO Y EXCLUSIVAMENTE PARA TI.**



# SOBRE EL PRODUCTO

Esta línea de cuidado personal encarna la perfección cuando se trata de belleza, con un refrescante aroma de pétalos blancos infundidos con cítricos y la tierna sensualidad del almizcle.

Fragancia creada por Pierre-Yves Carou (IFF).

## Notas de salida:

Neroli, Petitgrain, Bergamota.

## Notas de corazón:

Flor de Azahar, Madreselva, Lirio del valle.

## Notas de fondo:

Cedro, Almizcle blanco, Musgo.



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Nutre e hidrata  
tu piel



**Gel de ducha**  
Alegre y lleno  
de vida



**Champú**  
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**Jabón de manos**  
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