



2019-2020
SEASON

A full-page photograph of two men playing soccer on a floating court. The court is a vibrant teal color with white boundary lines. The man on the left is wearing a white soccer jersey with red accents, grey shorts, and a pink cap. The man on the right is wearing a similar white jersey with red accents, dark blue shorts, and a white headband. Both are wearing red sneakers. A soccer ball with orange and white panels is on the court near the right player. In the background, there is a body of water and several large, jagged limestone karsts under a cloudy sky. A soccer goal is visible on the left side of the frame.

WE PLAY, WE EXPLORE, WE CREATE



More than a club, Bled FC is a creative platform based in Paris that highlights the cultural diversity through football.

Our passion leads us to explore playgrounds from all around the world, share unique football stories and work creative contents mixing football, fashion and culture.



FASHION



TRAVEL



CULTURE

DAILY BLED

From the playground to the world wide web, we manage to keep our fans and followers updated with our latest news, photoshoots, creations, and discoveries that we share throughout bledfc.com and social networks.

13k followers on Instagram

REPORTS
TRAVEL
LOOKBOOKS
CULTURE
EVENT



BLED CREATIVE STUDIO

We wind a stadium into frenzy thanks to our amazing performances on the green rectangle but our capabilities also extend to other playgrounds.

We propose to brands to benefit from our skills in the fields of fashion, sport and street culture to create innovative projects.

**ART DIRECTION,
GRAPHIC DESIGN,
PHOTOGRAPHY,
ILLUSTRATION, VIDEO,
STYLISM, CONSULTING...**





OUR SKILLS

A photograph of two young men in sportswear. They are wearing dark blue short-sleeved shirts with yellow accents and the DHL logo. The man on the left is sitting on a concrete ledge, looking towards the camera. The man on the right is standing behind him, with his hand on the other's shoulder, looking off to the side. They are positioned in front of a blue metal fence with a diamond pattern, and a wall with colorful graffiti is visible in the background. The text "WE REALIZE PHOTOSHOOTS" is overlaid in white capital letters across the center of the image.

WE REALIZE PHOTOSHOOTS

WE DESIGN FOOTBALL JERSEYS





WE EXPLORE FOOTBALL

WE CREATE MAGAZINES



WE ORGANIZE EXHIBITIONS





AND LIVE BROADCASTS OF MATCHES

OUR REFERENCES





PARIS SAINT-GERMAIN



ÉQUIPE DE FRANCE



OLYMPIQUE DE MARSEILLE

NIKE FOOTBALL



绿地长岛
GREENLAND LONGISLAND

A young man with dark, curly hair and a mustache is the central figure. He is wearing large, over-ear headphones with a black and white checkered pattern. He is also wearing a white French football jersey with a blue rooster emblem and the letters 'FFF' on the chest. A blue and white striped scarf is draped over his shoulders. He is holding the scarf with his right hand, which has a silver ring on the ring finger. The background is a blurred outdoor setting, likely a sports field, with green grass and a fence. The text 'BEATS BY DRE' is overlaid in the center of the image.

BEATS BY DRE

PUBLIC

PASSIONATE ABOUT FOOTBALL

YOUNG AND ACTIVE (70% of 18-35)

URBAN (Paris, London, LA, NYC, Tokyo, Seoul, Sydney)

CREATIVE (designers, photographers, artists)

CULTURED

GLOBE TROTTER

OPEN-MINDED

FASHION SENSITIVE

CURIOUS AND CONNECTED

INTERNATIONAL (40% France - 60% rest of the world)

SOCIAL BLED

Our digital impact expends every day. Thanks to our daily online activity, we have been able to create a community with whom we share the same passion. We also cultivate a very close and friendly relationship with several media, brands and collectives. Our work and stories are often shared on many websites and important social media accounts.

**USING THESE TIGHT BONDS,
WE CAN REACH UP TO 12 MILLION PEOPLE.**

#BLEDFC SHARED BY:

@equipedefrance

6,6M followers on instagram

@copa90

888K followers on instagram

@8by8mag

44,7K followers on instagram

@wavefr

211K followers on instagram

@fff

1M followers on instagram

@kickstothepitch

32,4K followers on instagram

@rabonamag

26,1K followers on instagram

@yard

68,4K followers on instagram

@soccerbible

5,2M followers on instagram

@footballstories

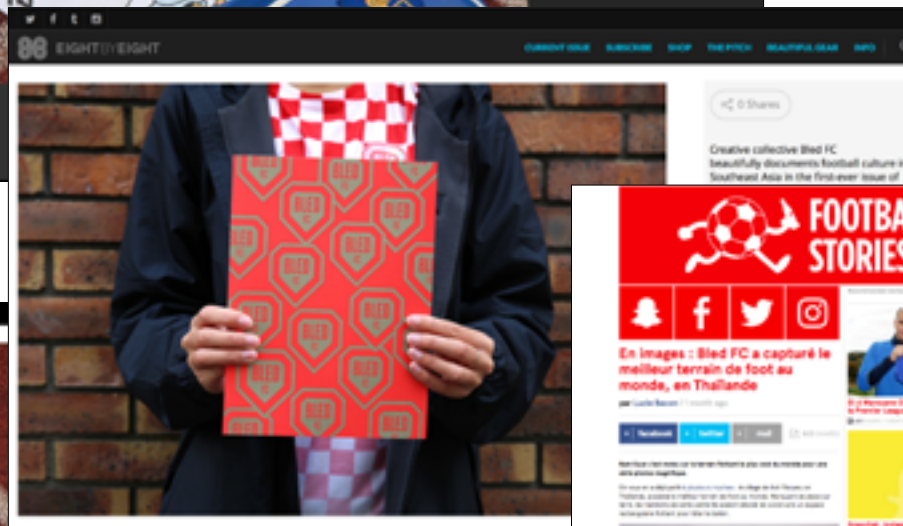
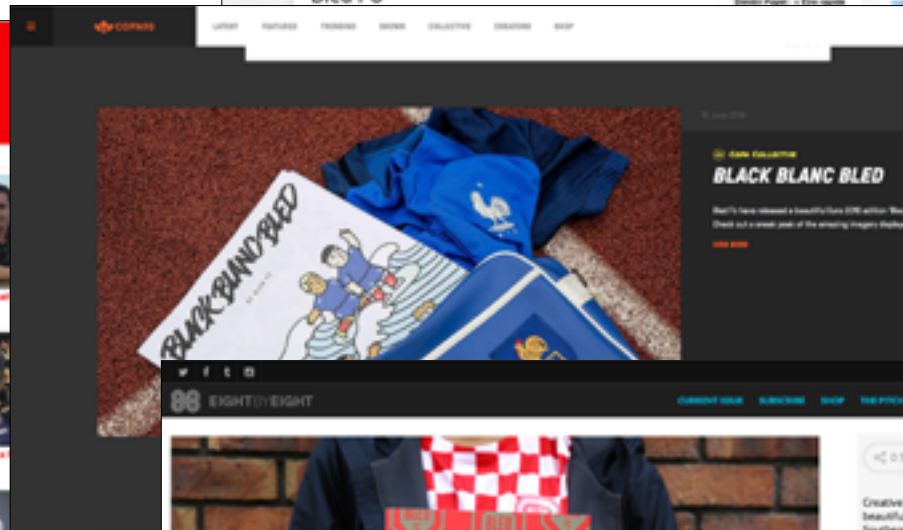
19K followers on instagram

@shukyumagazine

4,7K followers on instagram

@hypebeastfr

52,2K followers on instagram





FOOTBALL COMMUNITY

**FRIENDS, ARTISTS, CLUBS, MEDIA,
SHOPS, THEY SUPPORT BLED FC.**

8by8 Mag (USA)

Box2Box Football (UK)

Chinatown Soccer Club (USA)

Classic Football Shirts (UK)

Copa 90 (UK)

Cyclones Mag (France)

Hypebeast (France)

Kickstothepitch (USA)

Konbini / Football Stories (France)

Le Ballon FC (France)

Liga Toquio (Japan)

Nivelcrack (South Korea)

Nowhere FC (USA)

Paradise SC (USA)

Rabona Magazine (UK)

Season Zine (UK)

Shukyu Magazine (Japan)

Soccer Bible (England)

Soho Warriors (UK)

The Ringleaders (Canada)

Turfmap (USA)

Where Is Football ? (USA)

Wave (France)

Yard (France)

PLAY WITH US

STÉPHANE NAM KUNN

Captain & Art Director

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