

A PROPOSAL TO FERM LIVING

the entre

Inspired by Madeira, curated for Madeira

ONLINE SPACE FOR SLOW LIVING



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ABOUT

About the entre

When we made Madeira our home five years ago, we began to imagine a place where the Danish design we love could meet the island's textures, colours and warmth.

Olga brings a background in the humanities, years of design experience and successful commercial ventures. Denis brings deep technical expertise and a craft for creating intuitive digital experiences.

Together, we are building a collection of lasting objects for everyday life. Our own home is where our love for ferm LIVING began. Between island living and European design: the entre.

Rooted here, we hope to help shape the island's next chapter.

Olga & Denis
Founders of the entre



THE CONCEPT STORE

Home and wardrobe for island life

HOME ferm LIVING at the centre, alongside FDB Møbler furniture and selected lighting from &Tradition

WOMEN'S CLOTHING Comfortable pieces in natural fibres, chosen for everyday wear and lasting appeal

FASHION BRANDS Deiji Studios, LESET, Rita Row, NÄZ, Loulou de Saison, Aiayu, Af Agger

the entre is a shared commitment to quality, across home and wardrobe.



THE OPPORTUNITY

A market ready for more choice

IN STORES

Mainstream chains shape much of Madeira’s retail offer. Contemporary Scandinavian design remains difficult to find locally.

the entre brings lasting design closer to residents, newcomers and independent hospitality businesses.

ONLINE

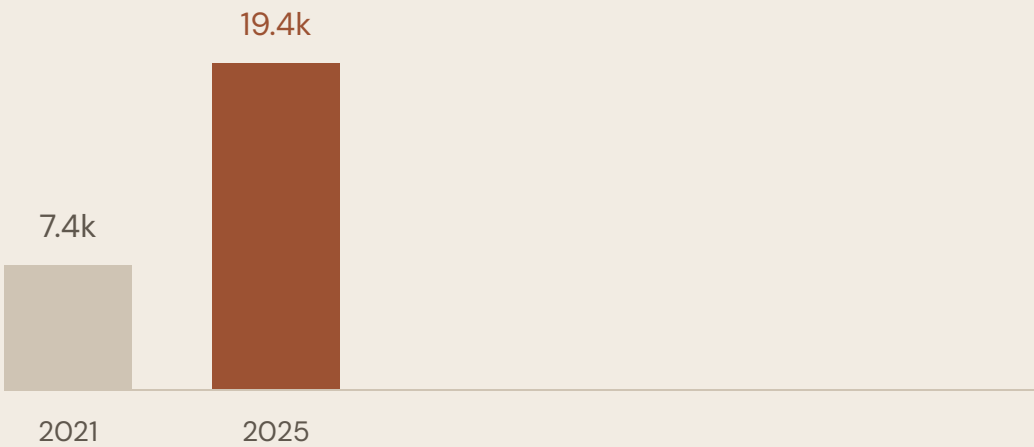
Delivery exclusions, high shipping costs and forwarding arrangements make mainland purchases slow and complicated.

THE OPPORTUNITY

Madeira is a unique place, attracting more people every year

International residents

+161%

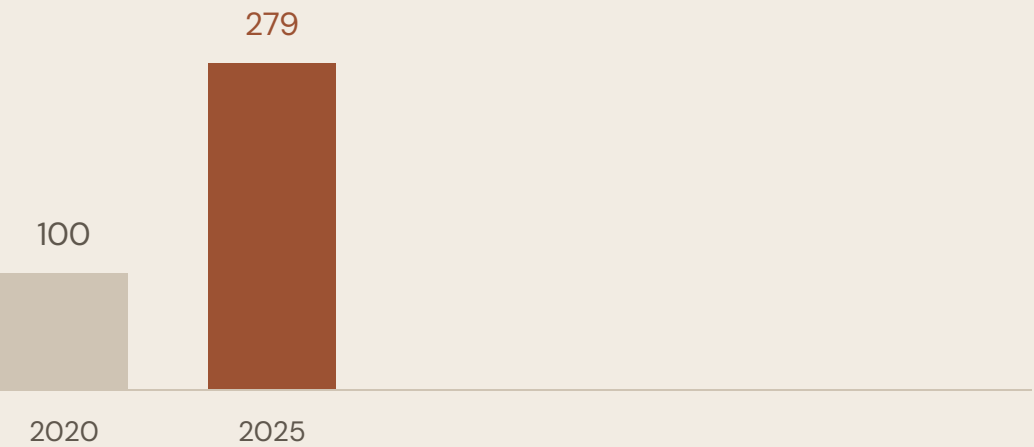


Foreign residents in Madeira

DREM · 2021–2025

Homes above €500k

+179%

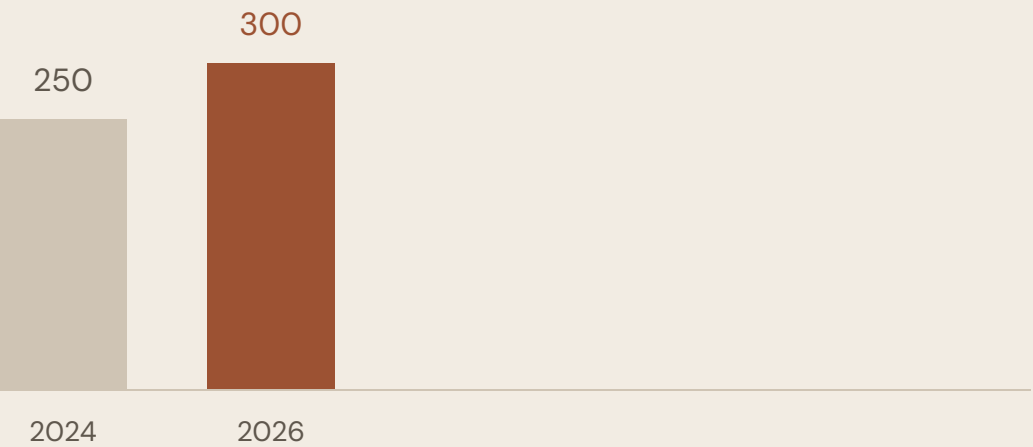


Properties for sale in Funchal

Listing index · 2020 = 100

International education

+20%



Students at International Sharing School Madeira

Enrolment · 2024–2026

Sources: DREM, Idealista/data, Idealista/news and FN hotelaria. Periods and measures differ.

OUR EDGE

Local stock, ready to deliver anytime

Our own storage space and delivery vehicles let us hold the opening collection on Madeira and serve customers directly.

01

Same-day delivery in Funchal for orders before 12:00, next day across Madeira

02

Thoughtful packaging and careful handling

03

Personal advice and order support through WhatsApp

04

One local contact from purchase to aftercare

the entre is a simpler way to bring beautiful design home.

THE ONLINE STORE

A walk through the entre

Everyday Wear, Everyday Living and Second Life, with delivery terms on the first screen.

the-entre.com

entre

entre.studio

concept store for Madeira

BAG (0)

EVERYDAY WEAR

EVERYDAY LIVING

SECOND LIFE *soon*

BRANDS

OUR PHILOSOPHY

Free delivery over €150

Same day in Funchal, order by 12:00

Next day across Madeira



Everyday Wear

LINEN, COTTON, LIGHT LAYERS



Everyday Living

OBJECTS FOR ISLAND LIVING

HOME

EVERYDAY WEAR

EVERYDAY LIVING

SECOND LIFE

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MARKETING

A physical presence through local partners

Even with an online launch, physical presence matters. The objects we choose deserve to be experienced in everyday settings.

Our plan is to place selected pieces in cafés and boutique hotels, and style local events, with a discreet link to the online collection.

For accommodation owners, the entre will offer a local source of lasting pieces that help their spaces stand apart.

Design objects, discovered naturally.



MARKETING

Our channels

We reach people where they already spend their time, online and on the island.

SOCIAL

Instagram and Facebook: original photography, targeted campaigns and Madeira’s resident and newcomer communities

OUR APP

MadeiraOne, our own 3D island guide and one of Madeira’s most popular local apps, reaches up to 5,000 people

WHATSAPP

Always available for personal advice, orders and aftercare

PARTNERS &
EVENTS

Collaborations with boutique hotels and pop-ups at the island’s many events

We build and manage the store, campaigns and analytics in-house.

OUR PROPOSAL

Our proposal to ferm LIVING

WHAT WE PROPOSE

- A retail partnership with ferm LIVING as our anchor brand
- An opening order of about €2,000 for accessories, textiles, lighting and kids
- Annual purchase target and Madeira exclusivity to discuss

WHAT WE COMMIT

- ferm LIVING at the centre of the store
- Local stock and same-day delivery in Funchal
- Full RRP, with discounts subject to approval
- Brand guidelines and display requirements
- Monthly sales and stock reports



Let's bring farm LIVING to Madeira

the entre

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