

Fatma Ben Soltane

Founder and CEO of Soltana Couture
and Fierce Sportswear

Degree

Master in
Corporate Finance

Country

Tunisia

Age

37

Interests

Fashion
Sport - CrossFit
Entrepreneurship

”

... I started learning by myself and I was designing my own dresses to go out. People started asking about my dresses and wanted to wear them...

”

“When there is a will, there's a way...”

Entrepreneur's life

Head of two brands

That meet different needs, with the same goal

Confidence - Empowerment - Well Being

SOLTANA

www.soltana-couture.com

FIERCE ■■

www.fierce-sportswear.com





The Tunisian luxury ready to wear brand that sets no limits to sublime women with a combination between sophisticated fabrics, designs and refined embroideries.

SOPHISTICATED DESIGNS & REFINED HAND-MADE EMBROIDERY





FIERCE

SPORTSWEAR & ACTIVEWEAR

www.fierce-sportswear.com

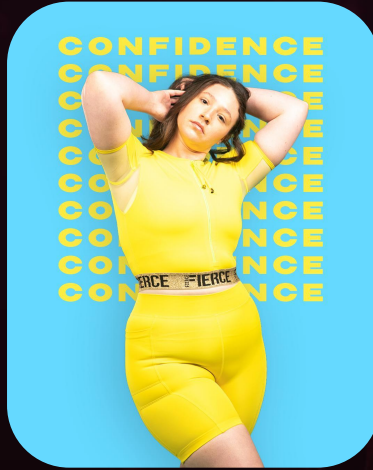
@fierce.sportswear

BUILDING A COMMUNITY THAT COMBINES **PRODUCTS & VALUES**



INCLUSIVE

ACCEPTANCE



DESIGN DRIVEN

CONFIDENCE



FUNCTIONAL

EMPOWERMENT

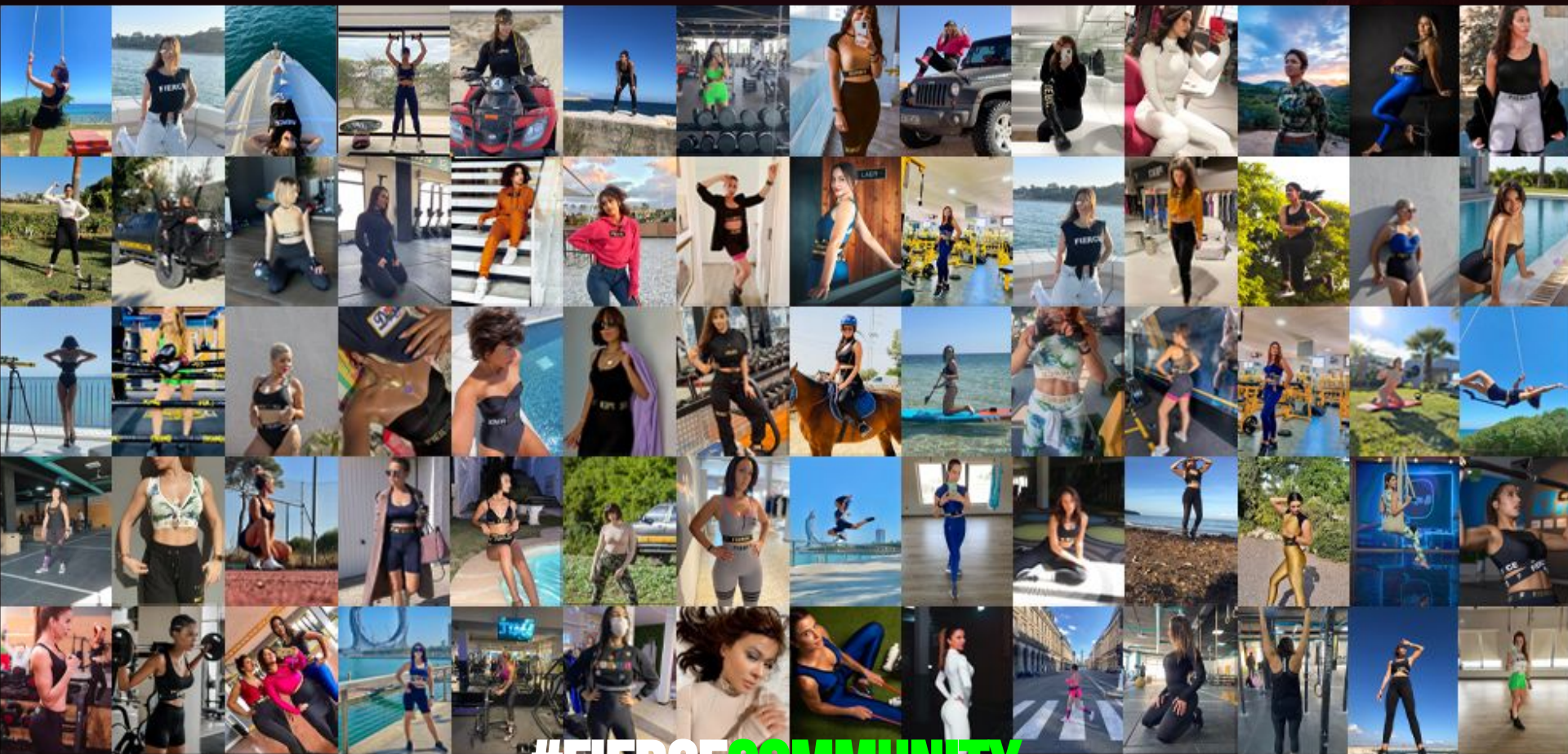
WELL BEING

BODY POSITIVISM

SHARE WORTHY ACTIVE LIFESTYLE

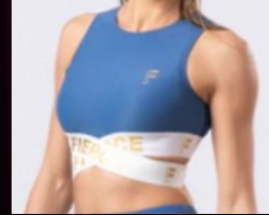
DIVERSITY

INCLUSIVITY



#FIERCECOMMUNITY

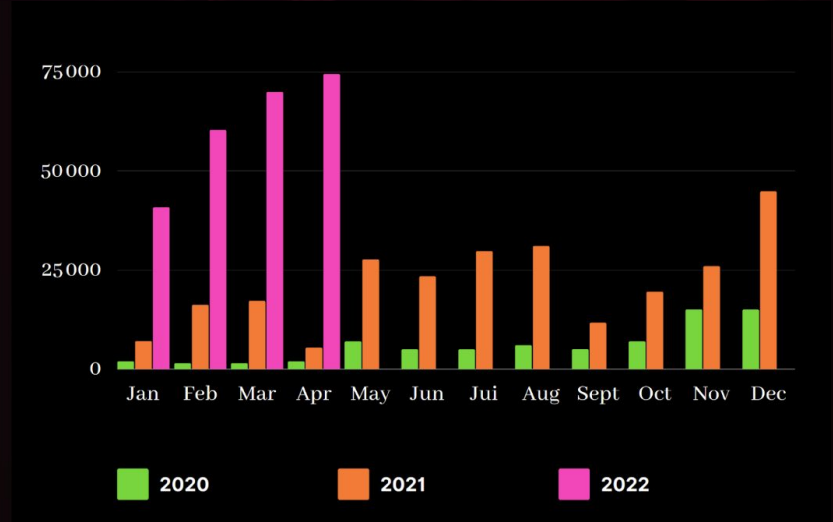
CHALLENGES THAT GAVE WAY TO GROWTH...



1. OPENING OUR OWN FACTORY

2. RECYCLING & UPCYCLING

MILESTONES



2020
67 000 TND

2021
265 000 TND

FLAGSHIP OPENING

TIMELINE GROWTH