



KUSMI TEA, 150 YEARS OF HISTORY

1867 Pavel Kousmichoff founds the P.M Kousmichoff teahouse in Saint Petersburg. An immediate sensation, Kusmi Tea soon becomes the favorite tea of the Tsars.

1917 The Kousmichoff family flees Russia in the wake of the Revolution and sets up shop on Avenue Niel in Paris. The family business prospers, with boutiques springing up in the world's most prestigious cities from New York to Berlin. Kusmi Tea experiences a setback during World War II but is held afloat by its most faithful customers.

2003 The Orebi brothers, who hail from a long line of coffee and cocoa traders, are naturally drawn to the charm of the exquisite multi-colored baroque tins and recognize a hidden gem in Kusmi. Inventive and cutting-edge, they take the reins of the business with a single goal in mind: to make Kusmi the worldwide icon of premium teas.



KUSMI SHINES AS IN THE TSARS ERA

In 15 years, the company has become established in 35 countries and opened 100 shops in France and abroad. With over 100 blends and single origin teas, Kusmi has emerged as one of the world's great tea companies, employing more than 600 people and reaching sales of 75 million euros in 2017. Marking a major milestone in advertising, Kusmi introduced its "beauty of blends" campaign in January 2014. This trail-blazing strategy, never before used by a premium tea company, was brought back for an encore in 2015 with the staging of the iconic tea Anastasia.

A FLAGSHIP ON THE CHAMPS-ÉLYSÉES



Located on the world's most beautiful avenue, the iconic Kusmi Tea Flagship boutique welcomes visitors on two levels. It reflects Kusmi's trendy and colourful universe, offering a rich and immersive multi-sensory experience. The 200m² space is the largest tea boutique in Paris!

THE MAGIC OF KUSMI'S BLENDING TRADITION...

Kusmi Tea has succeeded in preserving the flavors of the company's historical Russian blends, recipes held secret since the time of their creation. A masterful melding of meticulously selected single origin teas and flavors derived from Earl Grey and citrus fruits, they delight the palates of novices and connoisseurs alike.

...AND MODERNITY

Kusmi innovates by bringing together tea and ingredients with unique flavors. Given the runaway success of Kusmi Detox, Kusmi has added seven new delicious blends to its Wellness line: BB Detox, Sweet Love, Be Cool, Algothé, Boost, Euphoria and Blue Detox, the company's first blend with pineapple.

KUSMI TEA BOUTIQUES WORLDWIDE

In Paris: Abbesses – Beaugrenelle – BHV Marais – Bonaparte – Carrousel du Louvre – Champs-Élysées – Italie 2 – Lafayette Haussmann – Niel – Opéra – Rosiers – St-Lazare – Vill'Up
In the Paris area: Aéroville – Aubergenville Marques Avenue – Boulogne-Billancourt – Corbeil-Essonnes Marques Avenue A6 – Île-Saint-Denis Marques Avenue – Neuilly-sur-Seine – La Défense – Les Clayes-sous-Bois One Nation Paris – Lieusaint Carré Sénart – Roissy Aéroport CDG – St-Germain-en-Laye – Val d'Europe – Vélizy 2 – Vélizy L'Usine Mode et Maison
In other French cities: Aix-en-Provence – Angers – Avignon – Besançon – Bordeaux (4) – Caen – Cannes – Clermont Ferrand – Colmar – Coquelles – Deauville – Honfleur – La Rochelle – Le Havre – Lille – Lyon (4) – Marseille (2) – Nailloux – Nancy – Nantes (2) – Nice (2) – Orléans – Perpignan – Poitiers – Rennes (2) – Rouen – Saint-Etienne – Strasbourg (2) – Talange – Toulon – Toulouse (2) – Vannes **Overseas:** La Réunion
International Shops: Austria (1) – Belgium (3) – Canada (1) – Czech Republic (2) – Germany (10) – Italy (1) – Japan (1) – Lebanon (1) – Norway (3) – Singapore (1) – Switzerland (2) – United-Kingdom (1) – United States (2)