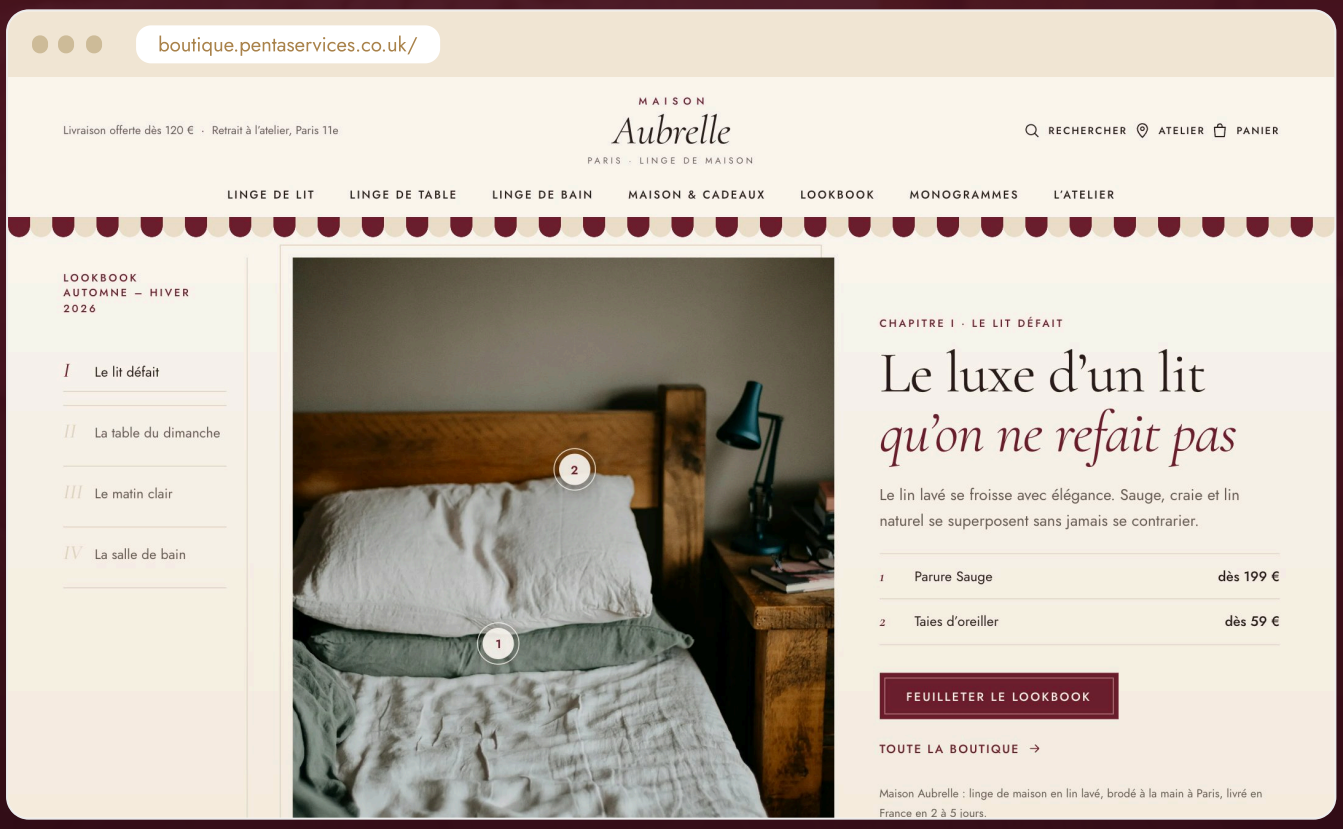
penta SERVICES

November 2026

WEBSITE GUIDE FOR ONLINE STORES SELLING IN FRANCE

A French online store with *the charm of a Paris maison*

An editorial lookbook that sells from every photo, a live monogram studio, prices TTC with the TVA shown, Colissimo, Mondial Relay and click-and-collect options, and every legal page French law expects, including the new online withdrawal function. Delivered on PrestaShop or as a custom store.



Ready Site · E-commerce Store package

Live demo: boutique.pentaservices.co.uk

CONTENTS

What is *in this guide*

1 · At a glance 3

2 · The homepage 4

3 · Catalogue and product pages 5

4 · The monogram studio 6

5 · Cart, TVA and gift wrapping 7

6 · Checkout and delivery 8

7 · French legal basics 9

8 · Lookbook, size guide and the atelier 10

9 · Interactive features 11

10 · Mobile 12

11 · Brand and search 13

12 · PrestaShop or a custom store 14

13 · All included and price 15

14 · How we start and next steps 16–17

TRY THE LIVE DEMO

boutique.pentaservices.co.uk

Maison Aubrelle is a fictional Paris linen house. The store is in French. Every name, price, review and registration number in the demo is a sample, and no payment is ever taken.

1 · AT A GLANCE

Built for the way *French customers buy online*

French shoppers compare the final price, the delivery options and the return policy before they buy, and they expect the legal pages to be in order. They love a brand with a story, a beautiful product photo and a personal touch. A store that hides the delivery cost, offers only home delivery or looks like a generic template loses them.

What shoppers check first

- Is the price TTC, and what will delivery cost?
- Can I collect from a point relais near me?
- Can I personalise it or have it gift-wrapped?
- How do I return it, and is the shop a real company?
- Can I pay by carte bancaire, PayPal or Apple Pay?

What the website gives them

- An editorial lookbook slider where every photo has shop-the-look hotspots
- A live monogram studio: initials, three lettering styles, five thread colours, three placements
- Prices TTC with the TVA shown, a free-delivery bar, coupon and gift wrapping with a card preview
- Colissimo, point retrait, Mondial Relay point relais and click-and-collect, with delivery dates that skip French public holidays
- Mentions légales, CGV, an online withdrawal function, the model withdrawal form and a CNIL-style cookie banner

36
Ready pages, including 14 product pages and 4 collection pages

8
Interactive tools, from the lookbook to the online withdrawal function

3
Checkout steps: details, delivery, payment

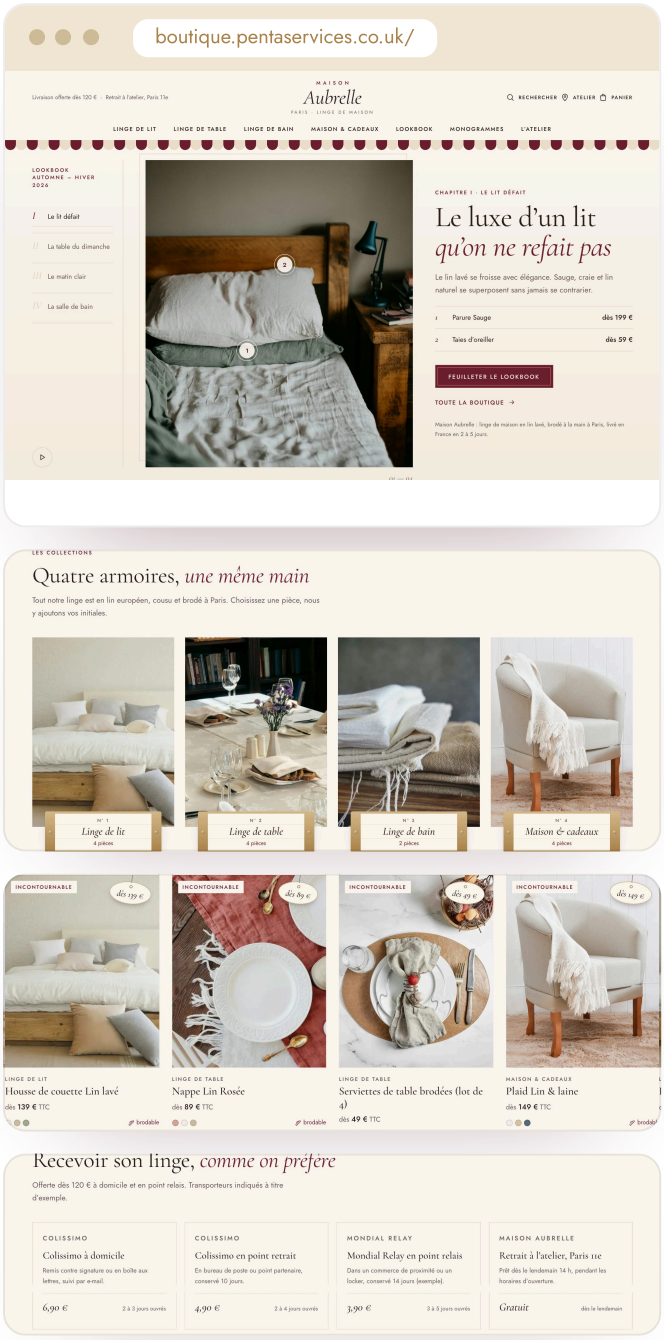
1 tap
To add a whole look, a monogram or a gift wrap

Who this website is for

Home linen and textiles · Fine stationery · Small cosmetics and soap brands · Fashion accessories · Tableware and ceramics · Candles and home fragrance · Children's and baby gifts · Artisan brands with a workshop

The homepage, *section by section*

A French maison boutique in cream paper and bordeaux, with Cormorant Garamond headings and Jost text, and a striped shop awning under the header.



1. **Header with awning**
   Free-delivery and click-and-collect promises, a centred wordmark, search, the atelier and the cart, then a scalloped bordeaux awning that gives the store its Paris shopfront feel.

2. **Editorial lookbook slider**
   Four chapters turn like magazine pages, with slow Ken Burns motion, a chapter index with progress bars, numbered shop-the-look hotspots, pause, swipe and keyboard control.

3. **Collections as mercerie drawers**
   Four collections, each with a brass label holder in the style of an old haberdashery cabinet.

4. **Monogram band**
   The live monogram studio, right on the homepage.

5. **Products in tabs**
   Best loved, to embroider and seasonal offer, with oval price tags that hang from each photo.

6. **Story, delivery and reviews**
   From field to linen cupboard, delivery options as tickets with a live delivery date, and the guest book of reviews.

7. **Atelier, FAQ and newsletter**
   Opening status in Paris time, the top questions and a newsletter with explicit consent.

WHY IT WORKS

The first screen sells a mood and a product at the same time: the shopper sees the lookbook, taps a numbered point and adds the linen to the cart, without leaving the page.

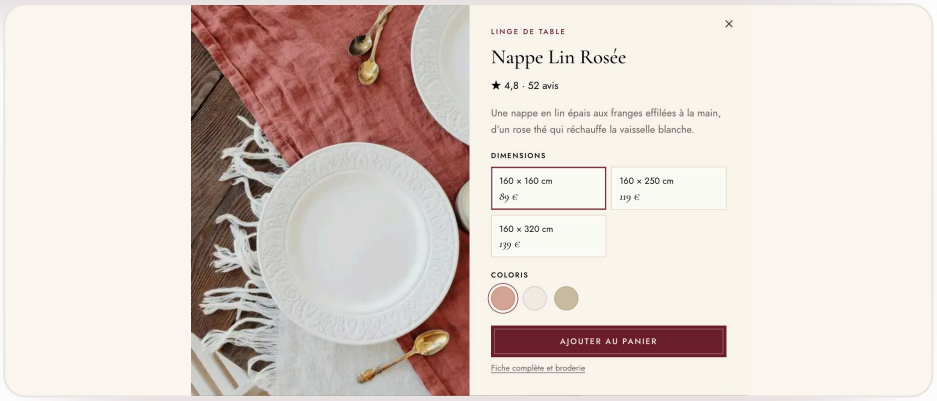
Find the right piece *in seconds*

A catalogue filtered the way people shop for home linen, and a product page that answers every question before the cart.

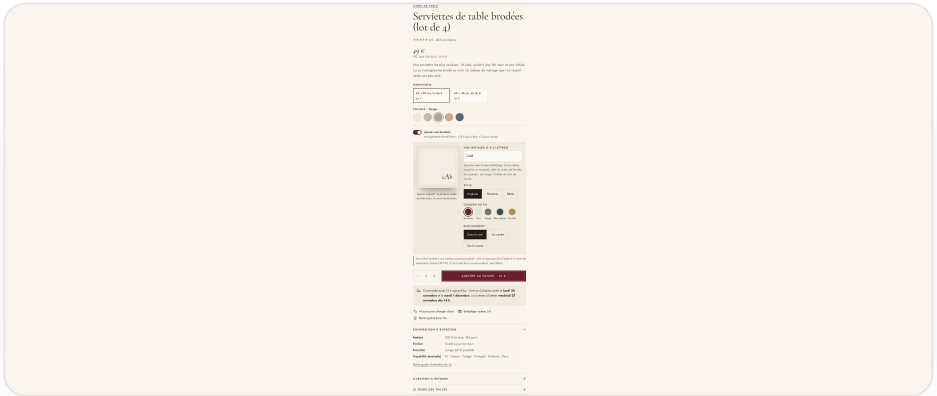




Filters: collection, colour, price TTC, embroiderable, offer



Quick view with size and colour



Product page: sizes with prices, colours, TVA, monogram option

1 Filters and sorting
Collection, eight colour swatches, maximum price, embroiderable and seasonal offer, with chips, a live count, sorting and shareable URLs.

2 Quick view
Every card has a second photo on hover, an oval price tag and a quick view to choose size and colour without leaving the list.

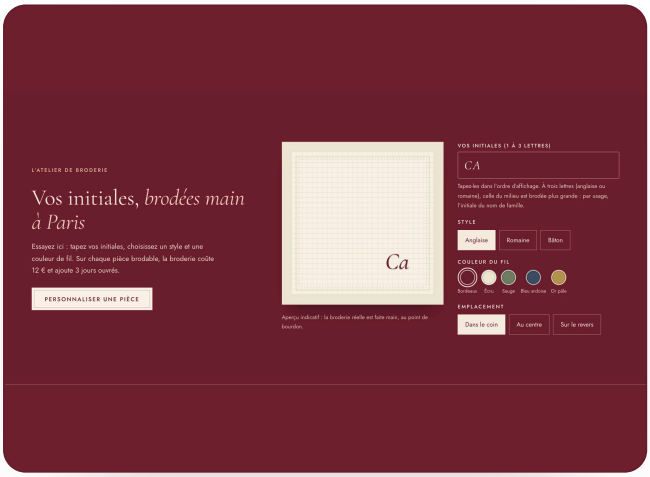
3 Product pages
Gallery with zoom, sizes with their own prices, colours, quantity, the TVA in euros, a delivery date, composition, care and traceability.

Personalisation *customers can see*

Embroidered initials are the heart of a French linen house. The studio shows the result live, on a linen napkin, before anything is ordered.



Monogram studio on the product page



The same studio on the homepage and the personalisation page

1 — Live preview
Up to three letters; with three, the middle letter is larger, as tradition wants. The preview shows satin-stitch texture on a linen weave.

2 — Three styles, five threads, three placements
Anglaise script, Roman capitals or modern sans; bordeaux, ecru, sage, slate blue or pale gold; corner, centre or turn-down.

3 — Price and lead time
+€12 per piece and +3 working days, added to the price, the cart line and the delivery estimate automatically.

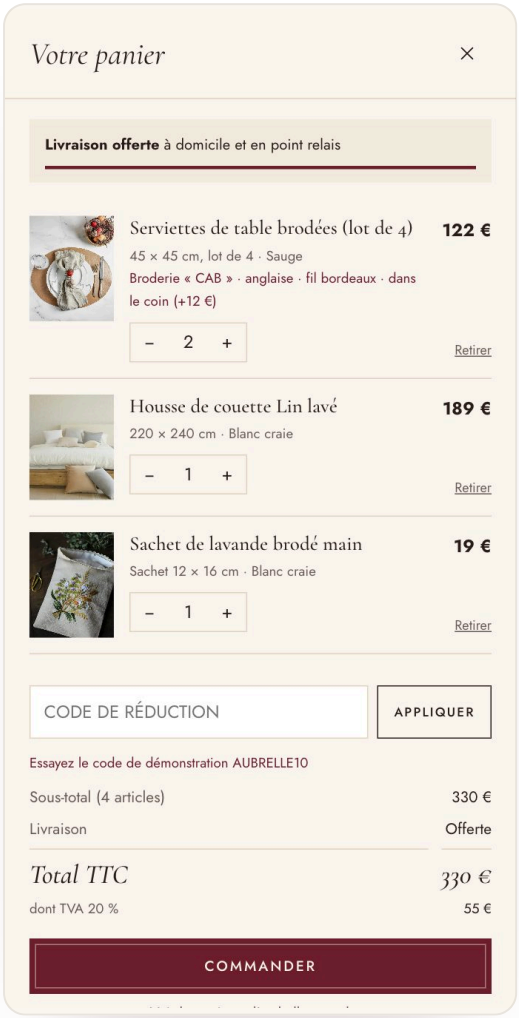
4 — The law, built in
Personalised items are excluded from the right of withdrawal (article L221-28 of the Consumer Code). The product page and checkout say so clearly.

WHY IT MATTERS

Personalisation raises the basket value and turns a product into a gift. Showing it live removes the fear of getting it wrong.

A cart that *shows the real total*

French prices are shown TTC (all taxes included). The cart keeps every amount TTC and shows the TVA contained in the total, to the cent.



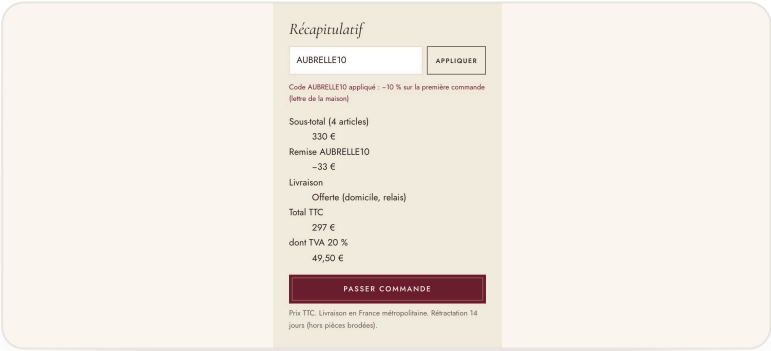
Cart drawer: free-delivery bar, lines with monogram details, coupon

1. **TVA shown correctly**
   The TVA in a TTC total is total × 20 ÷ 120, not 20% of the total. Delivery and gift wrapping are included and the TVA updates with them.

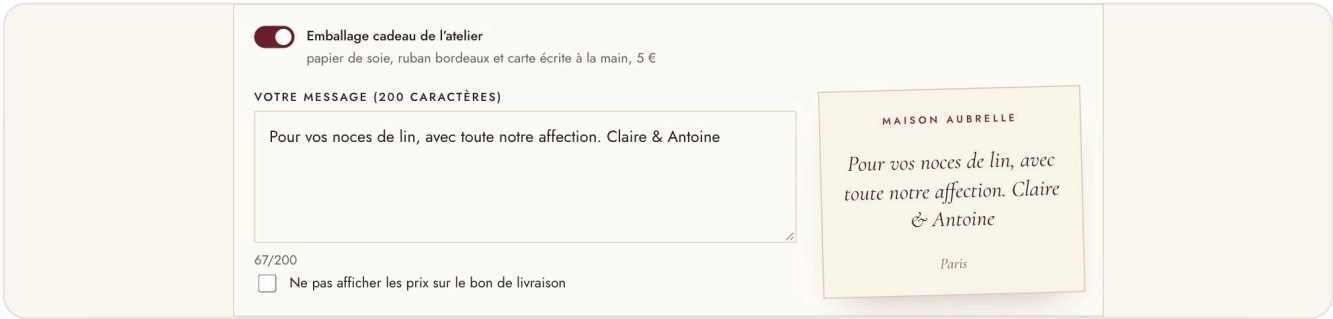
2. **Free-delivery bar**
   Shows how much is left to reach free delivery, and confirms when the order qualifies.

3. **Gift wrapping**
   Tissue paper, ribbon and a handwritten card (€5), a 200-character message with a live preview, and an option to hide prices on the delivery note.

4. **Coupon and quantities**
   Discount codes apply instantly; quantities and removals update every total.



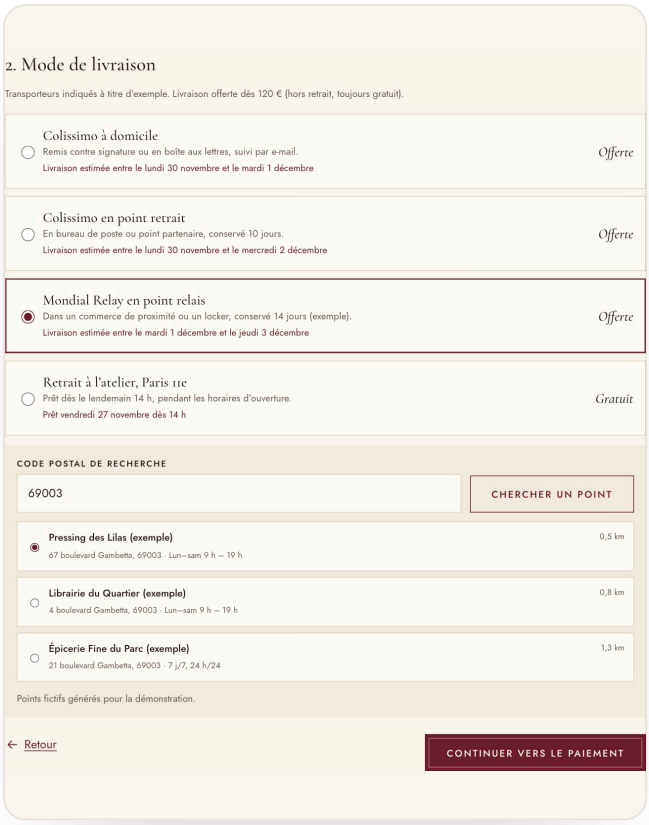
Summary: total TTC and TVA at 20%



Gift wrapping with a live handwritten-card preview

A three-step checkout *made for France*

Details, delivery and payment on one page, with a live order summary. The demo takes no payment.



Delivery: Colissimo, point retrait, Mondial Relay point relais or the atelier



Payment options shown as labelled examples



Confirmation with the order summary, TVA and a link to withdraw online

1 French address checks

Five-digit postcode, French phone number in 06 12 34 56 78 format, and a friendly message for overseas departments.

2 Delivery with real dates

Each carrier shows its delivery window in working days, skipping weekends and French public holidays, and +3 days for embroidery. Pick-up points are listed from the postcode.

3 Payment examples

Carte bancaire, PayPal and Apple Pay as labelled examples, with no card fields in the demo. On a real store they come from your payment provider.

4 The right button

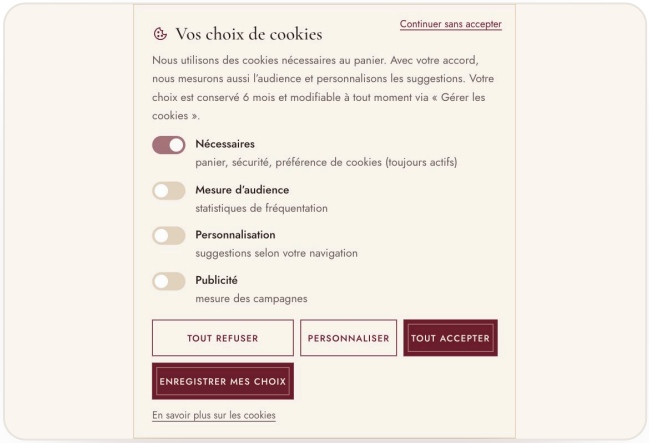
Unticked CGV and newsletter boxes, and a button that says 'Commander avec obligation de paiement', the wording French law requires (article L221-14).

Ready for the rules *French stores follow*

The design includes every page and notice a French online store is expected to show. The real store only has to fill in its details and have its adviser approve the texts.



Online withdrawal function with an instant acknowledgement



Cookie banner: refuse as easy as accept

1 Mentions légales
Company form, SIREN and SIRET, RCS registration, intra-EU VAT number, publication director, host and the consumer mediator.

2 CGV
Prices TTC, ordering, payment, delivery, the 14-day withdrawal right and its exceptions, the 2-year legal guarantee of conformity, and mediation.

3 Online withdrawal function
Since 19 June 2026, EU online stores must offer a free online withdrawal function (Directive (EU) 2023/2673, transposed in France). The demo has one, with an acknowledgement, plus the official model withdrawal form, ready to print.

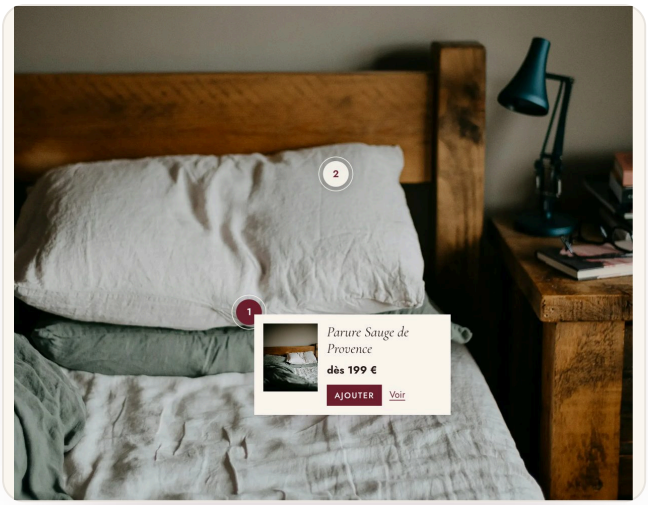
4 Cookies the CNIL way
No optional cookies before consent, 'Refuse all' as visible as 'Accept all', a 'continue without accepting' link, choices kept for 6 months, and a link in the footer to change them.

5 Reference prices and reviews
Reductions show the reference price (the lowest price of the previous 30 days), and the reviews section explains how reviews are checked.

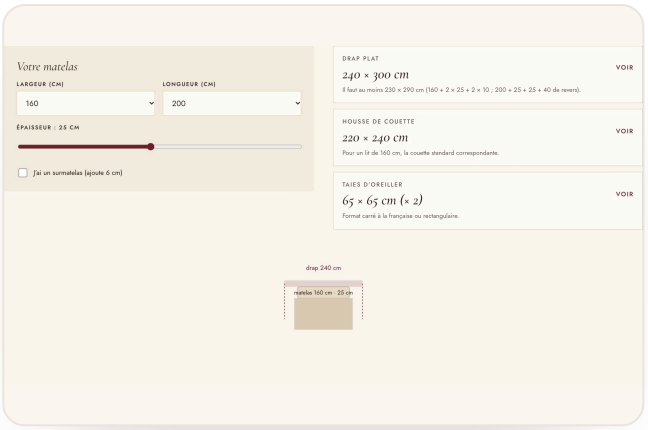
! Legal texts in the demo are templates. Your legal adviser approves the final versions, and we fill in your company details, mediator and host.

Pages that *sell and reassure*

An editorial lookbook, a practical size calculator and a page that brings people to the workshop.



Lookbook: shop-the-look hotspots on every photo



Size guide: the right sheet and duvet cover from the mattress size



Atelier: opening status, map and embroidery appointments

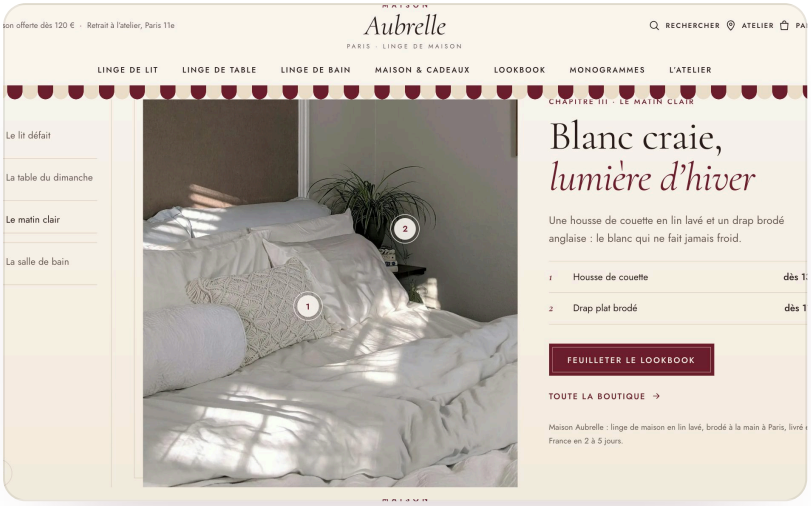
1 **Lookbook**
Four chapters as large editorial spreads; tap a numbered point to see the piece, or add the whole chapter to the cart.

2 **Size guide**
Mattress width, length and depth, with or without a topper: the guide calculates the flat sheet, duvet cover and pillowcases, with a diagram.

3 **Atelier and store locator**
Open or closed now in Paris time, a stylised map, hours, metro, click-and-collect and booking for an embroidery appointment on Thursday evenings.

4 **Care guide, FAQ, contact**
An answer-first linen care article, searchable FAQs and a contact form with consent.

Details that *make people buy*



Lookbook slider: chapter III



Live search suggestions

Live search

Accent-insensitive search by product, colour or 'monogramme', with photos and prices as you type.

Shop the look

Numbered points on the lookbook photos open a mini product card with add to cart.

Delivery date everywhere

Homepage, product page and checkout all show the expected delivery day, in French working days.

Opening status

The atelier shows 'Ouvert maintenant' or when it opens next, in Paris time, on every page.

Click and collect

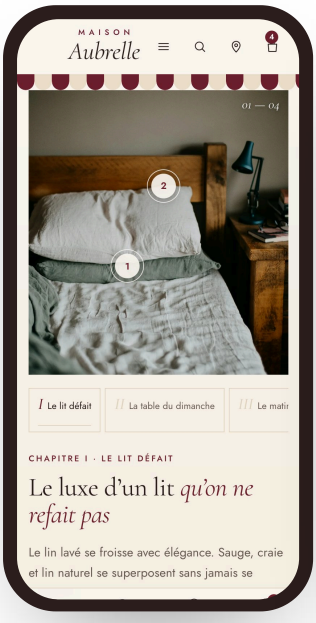
Free collection at the atelier from the next day at 2 pm.

Fast and accessible

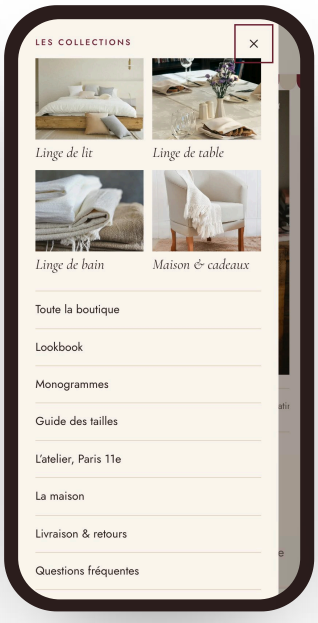
Self-hosted fonts, WebP photos, a keyboard-friendly slider, reduced-motion support and visible focus.

Designed *for the phone first*

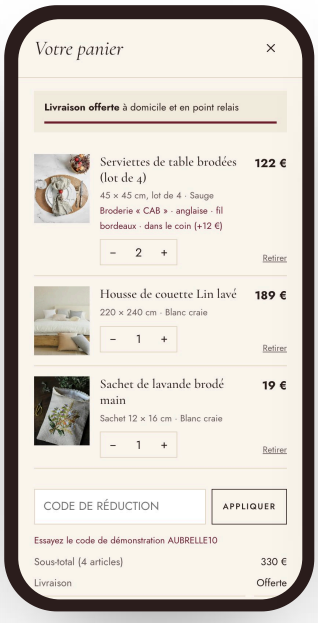
Most French shoppers browse on their phone. The store has a bottom bar (shop, search, atelier, cart), a full-screen menu with collection tiles, a swipeable lookbook, a cart drawer and full-screen filters.



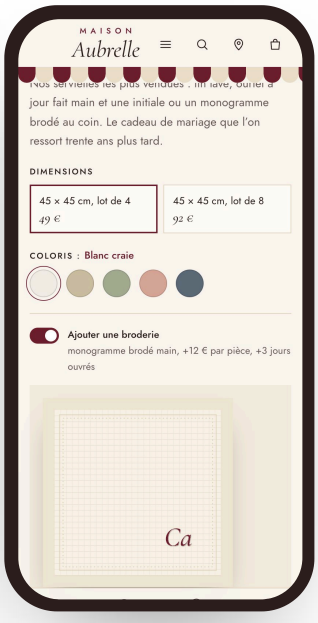
Homepage



Menu



Cart



Product with monogram



Your brand, *Google and AI search*

The demo uses cream paper, bordeaux and sage with Cormorant Garamond and Jost. Every colour, font, photo and line of copy can be changed to your brand.

Google (SEO)

- French titles and descriptions on every page, product and collection
- OnlineStore, Product with euro offers, shipping and 14-day return policy, Store with opening hours, ItemList, FAQPage, HowTo, Article and Breadcrumb structured data
- Sitemap, clean addresses, collection pages and internal links
- Fast pages: static HTML, WebP photos, self-hosted fonts

AI assistants (GEO)

- Answer-first 'En bref' summaries on key pages
- robots.txt that welcomes AI crawlers, plus an llms.txt with products, prices and delivery facts
- Clear facts: prices TTC, delivery times, return policy
- FAQs written the way people ask in French

Searches the website is built around (French)

création boutique en ligne · agence prestashop · linge de maison en lin · serviettes de table brodées · housse de couette lin lavé · linge de maison [ville] · monogramme brodé · cadeau de mariage linge

WHY IT MATTERS

Google and AI assistants reward stores whose pages answer clearly, with real prices and policies. We don't guarantee rankings or citations, but we report progress every month.



One design, *two ways to run it*

The demo is a static showcase of the design. It does not run on PrestaShop. We deliver the same design on the platform that suits your business.

On PrestaShop

Built as a PrestaShop theme for your shop, so you keep the PrestaShop back office for products, orders and customers.

- Products, stock and orders in PrestaShop
- Carriers and payments through PrestaShop modules (for example Colissimo, Mondial Relay, your bank or PayPal)
- Some features depend on the modules you choose

Custom store

Built and hosted by us when you need features or integrations a platform cannot offer.

- Full control of design and checkout
- Connect your own payment provider, carriers and stock system
- Quoted on your requirements

Moving your shop

Already selling online? We move your catalogue and customers to the new design.

- Products, photos and categories imported
- Old addresses redirected (301) to keep your Google rankings
- A preview link before switching over

WHICH ONE IS RIGHT?

Most French shops that want their own back office and a large module choice are well served by PrestaShop. Brands with unusual products or their own systems often need a custom store. We advise honestly after a short call.



L'ATELIER-BOUTIQUE

Passage des Brodeuses, *Paris 11e*

Fermé · ouvre mardi à 11 h

8 passage des Brodeuses, 75011 Paris. Métro Saint-Ambroise (ligne 9) ou Rue Saint-Maur (ligne 3).

Retrait de commande gratuit, essai des coloris sur place et rendez-vous broderie le jeudi soir.

PLAN & HORAIRES | RÉSERVER UN RENDEZ-VOUS

13 · ALL INCLUDED

Domain, hosting and email: *we take care of it all*

The store arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED

A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED

Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED

Mailboxes on your own domain (e.g. bonjour@yourshop.fr).

Up to 250 products

We load your catalogue, photos, sizes, colours and prices TTC.

Updates and support

We keep the store updated and secure and change products and offers for you.

Legal pages and cookies

Templates for mentions légales, CGV, withdrawal and privacy, and a cookie banner, to be approved by your adviser.

Ready Site price

Setup

£79 · US$99

Delivered faster than a custom build

Monthly

£44 · US$55

Hosting, SSL and business email included

Pay yearly

2 months free

10 × the monthly fee, plus a free domain

Ready Site prices for the E-commerce Store package, November 2026 (in France: €89 setup, €49 a month). 12-month minimum term from go-live. PrestaShop modules and themes bought from third parties, payment provider fees and carrier contracts are separate.



What we need *and what we do*

What we need from you

- Logo and colours, if you have them (otherwise we design them)
- Company details: SIREN, RCS, VAT number, host and your consumer mediator
- Products, photos, sizes, colours and prices TTC
- Your carriers and delivery fees (Colissimo, Mondial Relay, click and collect…)
- Your platform choice (PrestaShop or custom) and payment provider
- Return policy, personalisation options and your brand story

What we do

- Adapt the design to your brand, in French and if you like English
- Load your products, collections and lookbook
- Set up delivery options, gift wrapping and personalisation
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every store is adapted to your products and your customers: your collections, your delivery promises, your gift seasons. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a store that *sells in France?*

1. **See the demo**
   Open the demo on your phone. Tap a point in the lookbook, embroider your initials, apply the code AUBRELLE10, choose a point relais and try the online withdrawal function.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the store and answer every question, with no obligation.

3. **Send us your details**
   Logo, products and prices, company details, delivery and return policies.

4. **Approve and go live**
   You get a private preview link, approve it, and the store goes live on your domain or on PrestaShop.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: boutique.pentaservices.co.uk

Penta Services: websites, online stores, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One store. A beautiful brand, the real price TTC, and every legal page in order.