

## The Worldwide Brand The Language of Fashion.

Brand awareness on an international scale is a major milestone in the development of a brand – and this milestone has been passed on decades ago by the ubiquitous Pierre Cardin label. That it at one point has been even too ubiquitous has not hurt the overall appeal of a name that still very much evokes associations of *haute couture* and *savoir vivre*.

Since acquiring ownership of the watch and jewelry licenses, the Group managed to successfully relaunch and consolidate two businesses that still have a lot of potential and are being successful in many international key markets and some smaller ones that are just beginning to satisfy their appetite for affordable luxury and a touch of *je ne sais quoi*.

The Spring/Summer season 2005 saw a relaunch of the Pierre Cardin jewelry range, consisting of a restructured collection with new styles, a reinvigorated brand image centering on the newly designed outlook, and a new marketing campaign that emphasizes the uniqueness of Pierre Cardin jewelry and establishes event- and holiday-focused concepts in addition to the now yearly main collection. The close adherence to market requirements (opportunities like e.g. Valentine's, Mother's Day and first Communion are increasingly important for the trade) instantly showed positive effects as the sales figure for Pierre Cardin jewelry picked up.

The design approach once again focuses on the core values of the brand, offering classical fashion pieces with the surprising twist associated with Pierre Cardin. Polished rhodium plated surfaces with sparkling prong setting of circonia such as "Croisière" or "Cascade" were the bestsellers of an eclectic range that offers value-for-money and an ever-attractive playful touch of French lifestyle.

The business year 2005/2006 is expected to be especially sparkling as "Argent Diamant" is introduced to the market: Pierre Cardin's take on the trend towards the combination of silver with precious diamonds encompasses 16 exclusive styles, each set with a diamond. Accompanied by an exclusively designed POS environment, "Argent Diamant" is poised to open up higher market segments to the brand that has brought haute couture to the mass market.

Parlez-vous Pierre Cardin?

THE AMBIANCE OF  
THE AFFORDABILITY  
OF LUXURIOUS  
THE SAVOIR VIVRE.



HAUTE COUTURE.

EMOTIONS. **pierre cardin**

## The Mexximal Effect. The Brand of Emotions.

Mexx Jewels has managed to “break out” from its European home markets. The sensible expansion of the distribution network in the past business year brought the brand to markets in Asia and the Middle East, starting from August 2005 on it will also be available in Canada.

Following the effects of the licensee change, the repositioning is still going through a difficult phase of transition. The relaunch permitted a modest increase and a foundation for future growth. Managing to make the most out of a delicate situation, the build-up of new trust and belief in the brand within the retail sector is well under way and is showing positive effects.

The first truly new collection was launched in March 2005. With around 89 items, a very competitive price range and innovative styles, Mexx Jewels is back on course. The collection contains bangles, bracelets, creoles, earrings, necklaces, and rings, all of sterling silver.

The group's typical attention to detail and the striving for uniqueness lead once more to a collection that is great in general and surprisingly rich in every single feature (e.g. the new closure of the necklaces was specially designed for Mexx Jewels).

In the business year 2005/2006, an outreach into new territories in Europe is planned, albeit at a smaller pace as that of the Mexx Time brand, thus giving the radical overhaul of the collection and the further introduction of new styles more time to settle in before aggressively expanding the distribution network.

Overcoming the retail's unnerving experience with the previous collections and business will continue to be a challenge that the group needs to master with care and creative ideas. The belief in the brand and its potential is unbroken and the objectives are clear and in sight – Mexx Jewels will be a success.

Fashion Changes. Ro  
Trends Ar  
Love Stays.



romances Begin.  
ise.

MEXX

*"To love is to suffer. To avoid suffering one must not love. But then one suffers from not loving."  
Woody Allen, film director*