



GOLD/PFEIL
GERMANY
1856

**THE GLORIOUS PAST, THE EXCITING PRESENT,
THE BRIGHT FUTURE: STYLE**

Goldpfeil is on track to complete its careful repositioning project that adds more playful and fashion-conscious facets to the brand image. Being widely respected as one of the few heirs to a craftsmanship tradition built on serious quality and a somehow earnest functionality, the brand managed to maintain its substantial appeal while convincing retailers and consumers of its trend-setting abilities.

The time is now in a market that has watched the product category climb the “social fashion ladder” – handbags today are universally seen as the most powerful accessory that can virtually make a brand. This development coincides with a trend towards traditional labels. Re-inventing itself and achieving a new dimension of desirability by opening to younger target groups and embracing design innovations is Goldpfeil’s success strategy that builds a bridge from the past to the future. The business year 2005/2006 provided the brand with a truly unique opportunity to celebrate its history with a future-oriented “big bang.”





Goldpfeil's 150th anniversary was marked by the festive introduction of the strictly limited "Bracelet Bag." This precious handbag is made completely of the finest shimmering kid leather, topped with an exclusive silvery finishing. An eye-catching feature is a removable charm bracelet with filigree charms in real silver that take you on a journey through time in the form of miniature bags from 150 years of Goldpfeil. A substantial part of the revenue generated from this special edition was donated to UNICEF, enabling the construction of two fully equipped schools in Africa.

Birthday parties held at its flagship stores in Munich and Frankfurt turned into red-carpet events for V.I.P.s, elevating the buzz surrounding the brand and its new collections.

In the new business year, Goldpfeil will communicate its invigorated self-confidence to a worldwide audience through a groundbreaking advertising campaign. Store openings and new fashion lines complementing its traditional portfolio of high-end accessories will contribute to a major expansion push and an impressive turnover boost. Goldpfeil just turned 150 years – but it has never felt younger and more powerful than today.







COMTESSE

THE LEGENDARY, THE EXCELLENT, THE HIGH-END: EXCLUSIVITY

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The legend lives on, growth accelerates, appreciation rises: Comtesse added new chapters to its magnificent success story in the business year 2005/2006 – quite an achievement, considering that for years the company has counted royalty such as Japan's Crown Princess Masako, Queen Sylvia of Sweden, Queen Sirikit of Thailand, and the Duchess of Gloucester to its exclusive group of clients.

While its signature fabric – woven hair taken from the tails of live horses in Mongolia – and the secrecy surrounding the famous palette of 198 colors continue to be at the heart of the almost mythic brand appeal, a careful embrace of innovations has proven to be the right strategy at the right time. “When Angels Travel,” a more casual line of handbags made from wonderfully soft calfskin, has become a veritable hit in European key markets – a success that will be followed up by the launch of a shoe collection in the new business year.

Comtesse benefited especially from its strategic retail alliance with the Group's Salamander chain of stores. The presence in select locations throughout Central and Eastern Europe enabled Comtesse to reach out quickly to new markets eager to experience high-end accessories.

For 2006/2007, several projects are under way to roll out the brand in China, India, the U.S. and the United Kingdom. Special attention is also given to the Travel Retail market which provides a sizeable growth potential for the luxury segment.

Also planned for the new business year is the introduction of the “When Angels Travel” collection to one of the company's traditional key markets: the bestselling collection is currently “traveling” to Japan.





JOOP!

THE EXCLAMATION MARK, THE DESIGNER LABEL, THE LATEST TREND: **EDGE**

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The designer label Joop! is clearly the most fashion-conscious brand in EganaGoldpfeil's portfolio of leather accessories. Cutting-edge styles and a stringent distribution concept are being complemented by attention-grabbing advertising campaigns featuring supermodels. In the business year 2005/2006, Gisele Bündchen became the face of a brand that does not only see and understand trends but is also capable of taking a leading role in establishing new ideas and visual concepts.

Joop! Leather Accessories: The partial ownership of the brand and EganaGoldpfeil's subsequent investment in the brand's development are elements of a strategy that embodies all of the synergy benefits a well-constructed group can and must offer to each of its members. The brand-awareness and fashion appeal of Joop! are being ideally complemented by an unparalleled network of production know-how, distribution opportunities, and marketing experience not only related to products and branches but also to countries and continents.

Joop! accessories in the past business year have once again exceeded expectations and made further inroads into heavily contested international markets. The brand also achieved an important image success with its "Charity Bag" promoted by yet another supermodel, Eva Padberg. The strictly limited talking piece was tied to Germany's most prestigious show business awards show and received wide media coverage.

In the new business year, Joop! aims for organic growth. The worldwide implementation of an innovative store concept developed by the famous Canadian designer team "burdifilek" is under way, new collections featuring signature designs and exciting novelties are being launched throughout the year.

