





THE JUMP START, THE TREND SETTER, THE POWER BRAND: **EXCITEMENT**

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One of the most happening brands in the world. One of the most awaited watch launches of all times. One of the fastest market rollouts ever. The wildcat came, saw, and ... roared.

The business year 2005/2006 started for Puma Time with a big bang – and it got bigger ever since. A headline-making world premiere in July 2005 took place in Berlin, Germany, and was followed by 12 international launch events. The introduction pace followed a tightly orchestrated plan targeting Europe and key markets in the Middle East, Asia-Pacific as well as South Africa. After only one year in the market, Puma Time is available in more than 30 countries through Puma Concept Stores, specialty retailers, and selected chains as well as department stores. An already high-flying excitement was further fueled by the hip advertising campaign that announced what Puma fans worldwide were craving for: “New Stuff.”

Limited watch editions were tested very well within the worldwide Puma campaign, “Welcome to Football,” in the spring and summer of 2006 – the fact that Puma was the brand of choice for World Cup champion Italy crowned an extremely memorable business year.

The new business year will see the expansion of Puma Time into new territories. The important U.S. market has been “warmed up” already by an exclusive and attention-grabbing launch in the now famous Puma Concept Stores, a gradual widening of the distribution there is next. As is South America, where consumers equally crazy for sports and the brand rightly feel that their (Puma) time has come.





MEXX

**THE DESIGN THAT CAPTURES YOUR
IMAGINATION, THE FEELINGS THAT SET
YOU FREE, THE COLLECTIONS THAT
WIN YOU OVER: EMOTION**

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With a brand like Mexx, less is more. Less playfulness and thus more pureness, less speed and thus more continuity, less hype and thus more substance.

In the business year 2005/2006, the watch and jewelry teams responsible for Mexx continued their process of re-defining the brand's core values – and they have come up with a convincing design and marketing concept pitting the brand at the crossroads of trendy fashion and affordable young classics. The core collection achieves an excellent price/value ratio, combining sophisticated materials with a touch of pure and laid-back design.

The “less is more” motto applies to the emotional aspect of the brand but not to the commercial success. Both new collections of watches and jewelry were well received in Central European key markets and achieved an increase in turnover.





The fundamental restructuring of the collections and the overhaul of the brand image as well as of the marketing has been successfully finalized, and Mexx is looking forward to a new business year marked by an increased rate of growth. The further development in existing markets tops the agenda for 2006/2007 with launches in new territories a close second.



1881



THE ITALIAN TOUCH, THE INTERNATIONAL APPEAL, THE WORLDWIDE SUCCESS: ATTRACTION

This quintessentially Italian brand has managed to maintain the fast expansion pace it had achieved during its extraordinarily successful re-launch. In the business year 2005/2006, Cerruti 1881 conquered new territories as effortlessly as it continued to tighten its stronghold in key markets around the globe. Spain, Turkey, Russia, and Japan were added to the distribution map, sales figures throughout the Cerruti 1881 world increased sharply and exceeded expectations.

The success is mainly based on the product concept that constantly delivers spectacular results. With a design centering on a unique and seamless blend of classicism and extravagant elements, the Cerruti 1881 core collection has become a symbol for a desirable lifestyle that is exciting, expressive, and aesthetically elitist while being very accessible financially.

The outstanding strength of Cerruti 1881 – an unparalleled brand awareness and high desirability – has enabled the EganaGoldpfeil Group to execute a strategy that balances the universal brand aspirations and varying market needs. Attention-grabbing launch events cater to the respective cultures while carefully diversified collections assure a maximum of acceptance and thus a fast take-off in every specific market. This strategic approach has also opened up impressive commercial opportunities: The high-priced Diamond Collection with its eclectic design concept was first tested in the Middle East before being gradually launched on an international scale.

