

**GOLD  PFEIL**

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SENSUAL. SE  
SENSES.



# INSIBILE. SENSATIONAL.

*"Past is the fabric future is made of, tradition is its foundation." Peter Lee, EganaGoldpfeil Director*

## A New Beginning. A Never-ending Romance.

A classic business turn-around, a powerful brand revitalization, a modern image that embraces tradition while setting trends for the future: The “new” Goldpfeil brand has emerged from the perfectly orchestrated re-launch process as a legendary label which knows exactly what constitutes its uniqueness – and which is fully aware of its potential.

That this convincing evolution and renewed strength are fueling an expansion that picks up pace even as we speak comes as no real surprise to market experts. Goldpfeil is not only one of the best-known but also one of the most respected and beloved brands in its field. On the eve of its 150th birthday, the brand feels rejuvenated and inspired, and this in turn is inspiring its worldwide audience.

Goldpfeil today is again able to lead and to romance consumers with a harmonic mix of everlasting tradition, contemporary elegance and trendy fashion. Applying its set of values equally to each aspect of its exclusive and yet integrative brand personality, the brand effortlessly reaches out to different generations, markets and lifestyles.

The classic collections that carry the precious ambiance of “forever” are being complemented by lines that are “now and happening” as well as by styles that today feel like “tomorrow”. Outstanding design, an affectionate care for each detail as well as for an uncompromising quality in general unite the different segments and award an essential wholesomeness to the product range.

Carefully updated Tradition and Oxford styles cater to the sometimes surprisingly young adorers of classic design that is handcrafted and exceeds

even high-end expectations, while its fashion lines once again achieve the *dernier cri* status essential for a brand that is breathing passion and drawing power from being desired, sought after and admired.

The business year 2004/2005 saw important key accounts won over, most notably in prestigious locations on Goldpfeil’s home market, like the “Alsterhaus” in Hamburg and the legendary “KaDeWe” in Berlin, as well as various shop openings in Asian key markets that are especially dear to a brand that has always been a favorite there.

Having laid the groundwork for a successful future development by updating products, image and retail presence, Goldpfeil has started major marketing campaigns focusing on its timeless lifestyle appeal. The brand is currently gearing up for a birthday celebration in 2006 that will emphasize its history of 150 years, its never-ending quest for excellence as well as its trend-setting ability that is stronger than ever. Just-in-time remodelings and new openings of shops in China impressively symbolize the rendezvous of cultures and times – and the relevance of a great past for the advent of a promising future.

New product lines that are being prepared for a 2006 launch – e.g. a range of beautiful desk accessories for Tradition and Oxford –, already premiered re-launches like that of the Sunset Travel line, and successful cooperations as demonstrated by the innovative Mercedes-Benz accessories all point to a milestone year in Goldpfeil’s history and a new beginning that has begun.

You will fall in love with Goldpfeil – once again, once more, or for the first time.

The fragrance of  
The beauty of  
contemporary  
The Experience.



perfectly refined leather.

lifestyle.

**GOLD /  / PFEIL**



Mercedes-Benz



## The Star of Excellence.

The Mercedes-Benz Collection by Goldpfeil, launched in early 2004, has received enthusiastic feedback, proving that the partnership of the world-renowned manufacturer of luxury automobiles with the label synonymous with German leather tradition of the highest standard has traction and a remarkable acceleration reserve.

The collection – including men's briefcases, women's handbags and travel luggage as well as unisex accessories such as belts and wallets - is distributed worldwide through specialist retailers, Goldpfeil shops and distribution partners of DaimlerChrysler AG. Mercedes-Benz Showrooms

around the world proudly present the collection that with its outstanding leather quality and design innovations such as especially powerful metal elements plus an exciting material mix in general is truly unique in the market.

No matter if Mercedes Innovation, Mercedes Benz Travel, or Mercedes Benz Leather: The perfect harmony of elegance and functionality is the stuff design classics are made of, while the quality is nothing short of the first-class level expected of both brands.

# German Brands.

# Traditional Intern

# COMTESSE



## The Choice of Excellencies.

Japan's crown princess Masako, the Queen of Sweden, Queen Sirikit of Thailand, and the Duchess of Gloucester are just some of the very V.I.P. clients that have contributed to Comtesse's aristocratic status among handbag manufacturers.

Its signature fabric, woven hair taken from the tails of live horses in Mongolia, and the secrecy surrounding the 186 colors are the stuff legends are made of. Relatively contemporary collections like "When Angels Travel" are the stuff future potential is based upon. The essential Japanese market will see the introduction of this important collection in late 2005,

while in Taiwan – where Comtesse is also successfully established – the concept has premiered already to much attention from the retail field. In Taipei a joint Comtesse and Goldpfeil shop is scheduled to open this fall, further enriching the already prestigious status of the brand.

The Comtesse Collections will also be soon available in selected Salamander shops in Central and Eastern Europe (Austria, Poland, Czech Republic, Hungary and Russia). This strategic partnership with Salamander is rapidly opening new markets for the brand of choice of excellencies.

# Universal Desires.

# Values. ational Successes.