



1881

The new business year will see major developments for the brand. Distribution-wise, the U.S. market is “the next big thing” for Cerruti 1881 – first results following the presentation on the fair in Las Vegas are very promising.

Mirroring the rewarding roll-out strategy for the “Diamond” collection, the brand is currently preparing the launch of an exclusive and limited Gold Tourbillon line in 18 kt. Key markets in the Middle East will be served first, an international expansion of this imagebuilding collection will follow.

A major impulse is being expected from the eagerly awaited introduction of the first Cerruti 1881 jewelry collection. Staying true to the brand, eye-catching designs, an extremely competitive pricing strategy, and attention to regional specifics will come together for a launch to remember.





pierre cardin

THE LEGENDARY NAME, THE FRENCH LIFESTYLE, THE SUCCESSFUL RELAUNCH: **POTENTIAL**

A legend does not get old, it only gets grander. Pierre Cardin is more than a name, it is more than a brand, it is even more than “just” fashion. It is a universally known and recognized symbol, a label that embodies the fascination of style and has become synonymous with the French «savoir vivre». In an international fashion environment scattered with new brands that are yet to achieve a commercially viable level of brand awareness, the potential of “brand monuments” like Pierre Cardin is immense. EganaGoldpfeil owns the brand rights in regard to watches and jewelry and thus has a special interest in developing and expanding those important assets.

Just in time for new generations eager to discover the power of legendary fashion labels, Pierre Cardin gradually re-launched its collections of watches and jewelry in the business year 2005/2006. And the beginning of a new era started with a voyage to the core of the brand. The rich tradition became once more a source of inspiration.





Inspired by the genius of Pierre Cardin, influenced by the passion for the French lifestyle, in touch with the desires of women and men – the Pierre Cardin collections of watches and jewelry revive the brand's appeal for a worldwide audience: with an elegance that is as stylish as it is timeless, through a self-confidence that expresses itself most notably in the playful integration of the brand's symbolic "P;" and last but not least with an instinct for trend-setting design.

The new business year will see the start of an advertising campaign featuring the new Corporate Design and emphasizing the unique Corporate Identity of the brand. In addition, an updated range of point-of-sale material as well as a variety of sales activities tailored to the specific needs of the more than 45 international markets served will assure an organic growth of turnover – while the invigorated expansion into new countries in Eastern Europe, Asia, and the Middle East will lay the groundwork for future growth.







THE RACE, THE COMPETITION, THE FUN: **POWER**

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“One case, one face, one craze”: One motto says it all.

In the business year 2005/2006, Carrera once again took the lead in a competitive market, reinventing itself and targeting for a sharply defined segment with a concept unique to this most price-aggressive field: The brand becomes synonymous with sports watches, its value-for-money and design-driven approach is powerful and uncompromising. The collection of watches that just had its worldwide premiere in Basel marks a new beginning for the legendary label. Redefining the essence of its core strength, the sporty attitude that is naturally attached to the Carrera name has been distilled into a visual expression that is as unique as it is dynamic and attractive.

Re-focused: Identity is the key to authenticity, uniqueness lies at the heart of affection. Carrera Time has developed an exclusive case for its watches – this unique design will be the foundation for its future evolution, assuring a high recognition factor and a strong emotional bond with its fan base.

In the new business year, the very well received Carrera collection of “reloaded” watches will expand its distribution network from currently 15 countries to well over 25. Key markets targeted with utmost priority are Germany, Spain, the Middle East and India.

