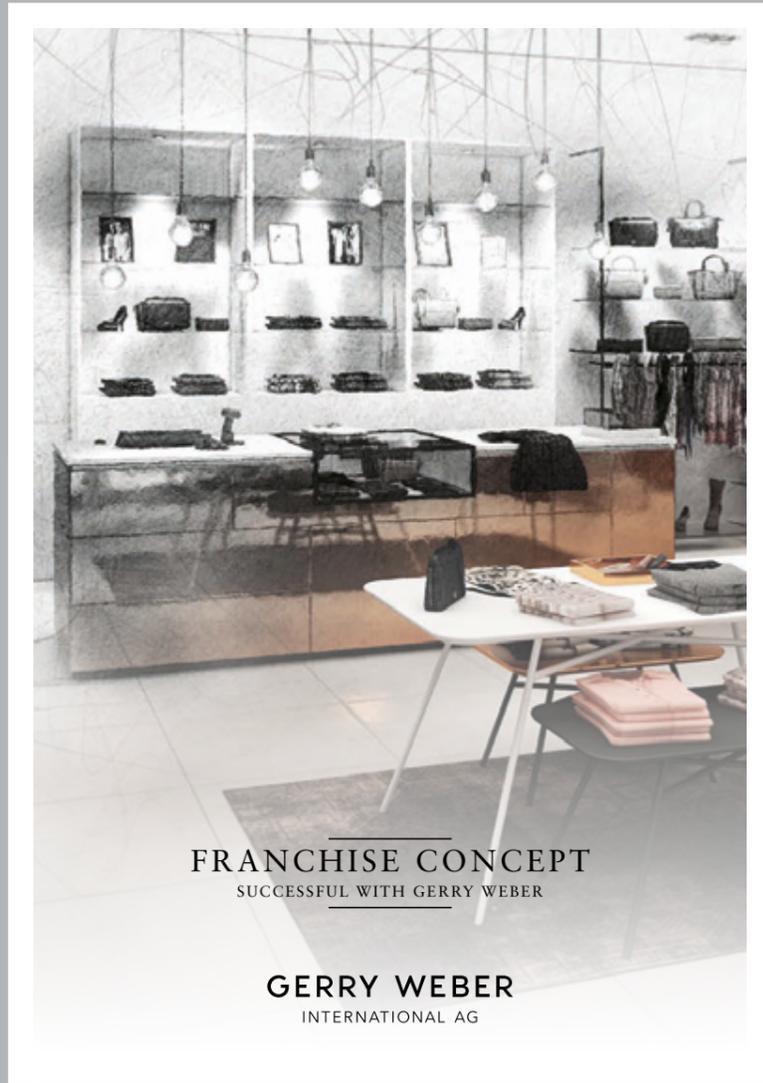


CHOOSE YOUR FOLDER





FRANCHISE CONCEPT
SUCCESSFUL WITH GERRY WEBER

GERRY WEBER
INTERNATIONAL AG



SUCCESSFUL WITH GERRY WEBER

JOIN A PROFITABLE COOPERATION WITH AN EXPERIENCED GLOBAL PLAYER, WHO IS ALREADY SUCCESSFULLY OPERATING WITH PARTNERS IN MORE THAN 60 COUNTRIES WORLDWIDE.

FACTS AND FIGURES

ROI WITHIN
2 – 3 YEARS

TURNOVER/SQM:
4000 € – 5000 € PER M²

200% AN OUTSTANDING MARGIN

NEW STORE INVESTMENT CONTRIBUTION

FRANCHISE-STORE BONUS

CANADA



LITHUANIA



RUSSIA



CHILE



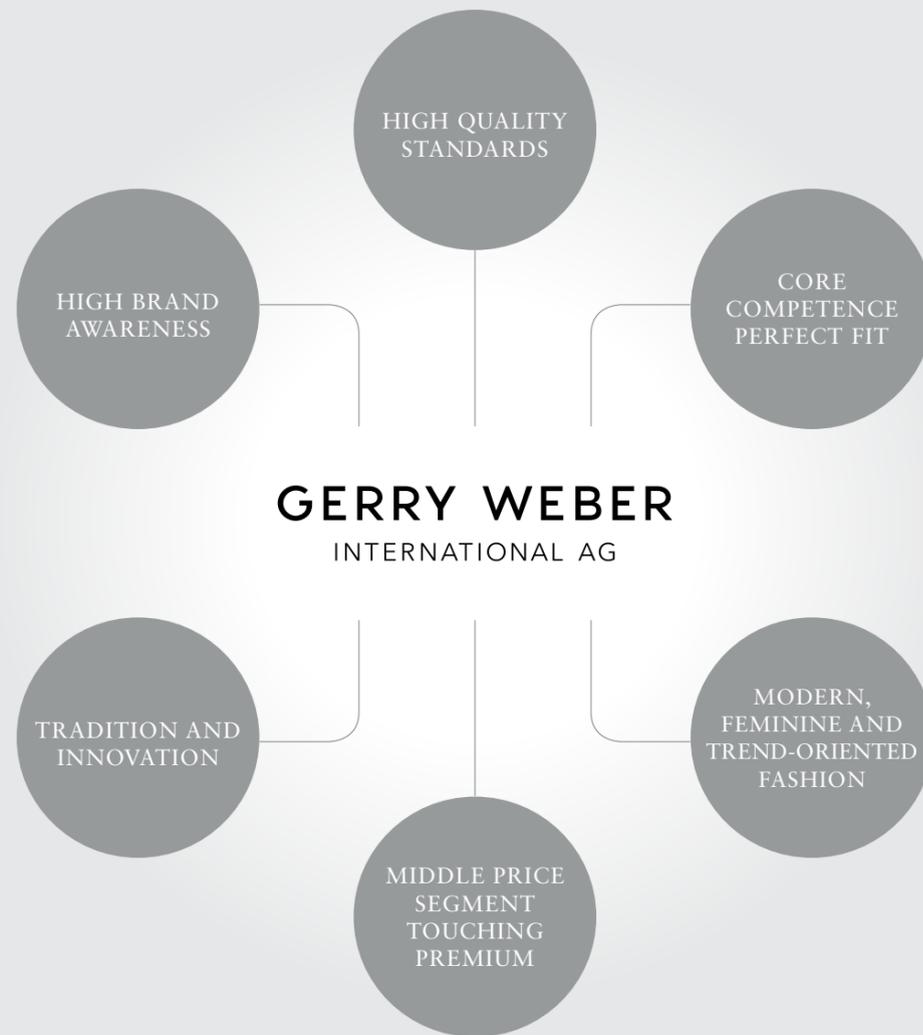
UAE



CHINA



WHAT WE STAND FOR



WHAT WE OFFER

CONCEPT

- ♦ A modern and successful concept with an individual planning of a contemporary store through our in-house team of architects.
- ♦ Full support during all steps from store conception to supervision during construction and installation.

SERVICE

- ♦ Profitability analysis and location analysis for each project to identify ROI and sustainability for a long term success.
 - ♦ Microeconomic analysis through EDI.
 - ♦ Digital B2B platform for online pre-order and re-order.
 - ♦ At least 12 delivery dates, ensuring an optimal merchandise flow.
- ♦ Additional in-season trend programs and NOS programs for turnover maximization.
- ♦ Professional support in visual merchandising and marketing, including social media.
- ♦ International service with showrooms in the world's most important fashion hotspots.
 - ♦ High-tech logistic centre and the application of innovative RFID technology.

WHAT WE EXPECT

- ♦ Experience in the retail business
- ♦ Store location to be provided by partner
 - ♦ EDI Connection
- ♦ Interest to build up a long term profitable success story in fashion with a reliable partner



OUR CONCEPTS

We offer numerous and individual concepts dependent on your market, location and needs. Starting from a single brand shop in shop to a House of Gerry Weber including all our brands.
EVERYTHING IS POSSIBLE.

HOUSE OF GERRY WEBER: ALL BRANDS UNDER ONE ROOF

Ø
150 m²



The HOUSE of GERRY WEBER creates a modern shopping experience. Depending on the location, the brands GERRY WEBER, TAIFUN and SAMOON can be presented together. Accessories and licensed products complement the range of products.

MONOLABEL STORE: INDIVIDUAL SOLO PERFORMANCE

Ø
80 m²



With its monolabel stores, GERRY WEBER successfully presents each of its brands, GERRY WEBER, TAIFUN or SAMOON, individually. The store construction and the decoration perfectly underlines each brand's identity.

SHOP IN SHOP: DEPARTMENT STORES AND MULTIBRAND AREAS

Ø
30 m²



Shop in shops are integrated into department and multilabel stores to present the brand world of GERRY WEBER, TAIFUN and SAMOON in a competent, emotionally-oriented style and in a relaxed atmosphere. Each brand has its own clearly defined store concept which enables an ideal brand presentation.



Eva Herzigova

BRAND SUMMARY

GERRY WEBER



THE BRAND FAMILY

OUR CORE VALUES

How we behave to fulfill our mission

FEMININE · CASUAL CHIC · INSPIRING



GERRY WEBER
Collection

COORDINATED COLLECTION

- ♦ Modern, feminine and elegant
- ♦ Complete outfits organized in colour themes
- ♦ Perfect fit and high quality
- ♦ Customer group: starting in their end-forties



GERRY WEBER
casual

CASUAL AND COORDINATED

- ♦ Casual and feminine
- ♦ Strong single items that can be combined with each other
- ♦ Perfect fit and high quality materials
- ♦ Organic capsule



GERRY WEBER
EDITION

CASUAL SINGLE ITEMS

- ♦ Focus on single items that complete every look
- ♦ Fashion statement is more casual
- ♦ Perfect fit and high quality materials
- ♦ Product groups: trousers, outerwear, blouses and skirts

GERRY WEBER

THE SHOP CONCEPT

POWER OF PRESENTATION

The shopping experience at GERRY WEBER is much more than clothes, fashion and trends. Our stores and shop in shops invite customers to immerse themselves in the GERRY WEBER brands and collections.



EXCITING, MODERN AND IRRESISTIBLY FEMININE

Bright colours, clear lines and a sense of lightness are the hallmarks of the GERRY WEBER store design. Specifically selected materials are used to set the scene for the individual brands' distinctive lifestyle universes.

GERRY WEBER





BRAND SUMMARY
WITH
TAIFUN



THE BRAND

OUR CORE VALUES

How we behave to fulfill our mission

CONTEMPORARY · DRESSY · URBAN



TAIFUN

YOUNG MODERN WOMEN'S FASHION

- ♦ Trendy and feminine silhouettes, slim cuts
- ♦ Targeting younger women starting in their mid-thirties



TAIFUN

SEPARATES

LIFESTYLE À LA CASUAL CHIC

- ♦ Casual looks for everyday
- ♦ Allows for casual styling as well as combining urban and feminine looks

THE SHOP CONCEPT

POWER OF PRESENTATION

The shopping experience at TAIFUN is much more than clothes, fashion and trends. Our stores and shop in shops invite customers to immerse themselves in the brand and collections.



TAIFUN uses an unconventional, clean industrial design to put the focus on the urban and feminine orientation of the collections. Elements of an urban loft style with copper-coloured accents project an image of weightlessness and modernity.





SAMOON

/ plus brand summary



THE BRAND

OUR CORE VALUES

How we behave to fulfill our mission

CONFIDENT · CONTEMPORARY · POSITIVE



SAMOON

PLUS SIZE COLLECTION

- ♦ Femininity underlined by trendy cuts, high-quality materials and excellent fits
- ♦ Perfect interpretations of current trends put curves in a favourable light



SAMOON

is fashion for everyday

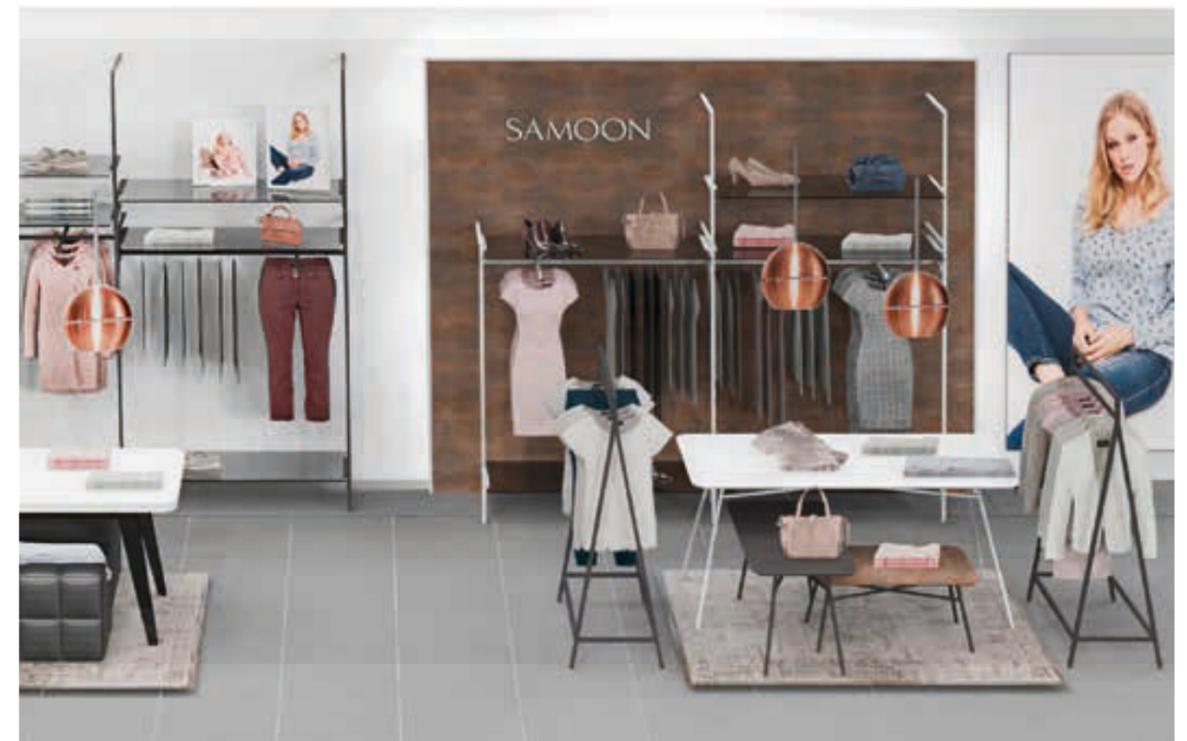
CASUAL PLUS SIZE

- ♦ Casual styles for everyday easy to combine
- ♦ Natural qualities for comfortable wear

THE SHOP CONCEPT

POWER OF PRESENTATION

The shopping experience at SAMOON is much more than clothes, fashion and trends. Our stores and shop in shops invite customers to immerse themselves in the brand and collections.



SAMOON stands for casual, selfassured fashion for today's plus-size woman, underlining her femininity with trendy cuts, premium materials and excellent fits. Skilful interpretations of current fashion trends ensure that feminine curves are shown in the best possible light, resulting in a new selfassured body perception.

