



F1-GENERATION

Everything you can wear on your skin!

Company Presentation



Company Presentation

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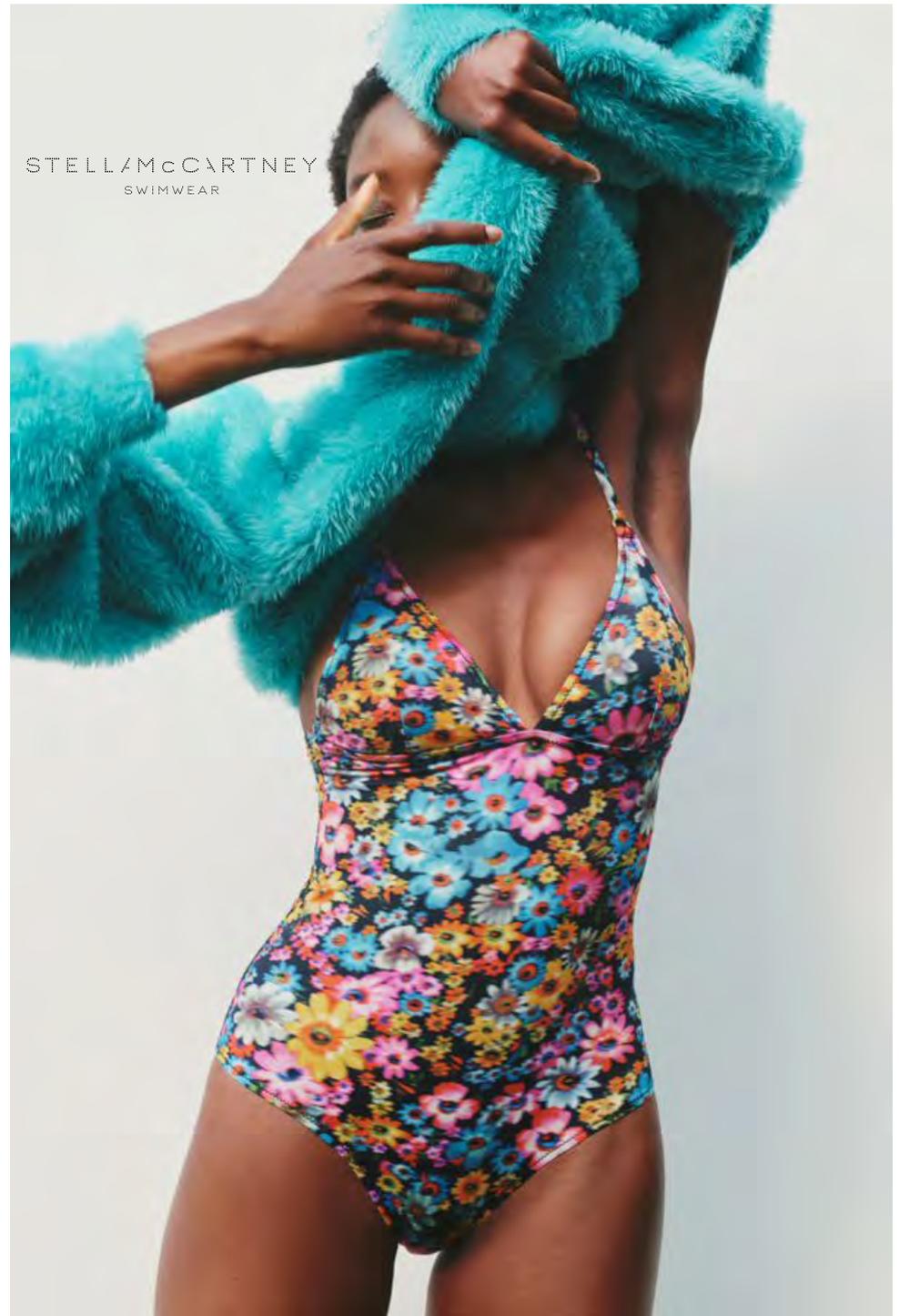
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Company Profile

The F1-Generation GmbH is the perfect partner for the distribution of well-known brands on the European market.

F1-Generation is distributing over 25 high-end fashion brands and has proven to be a competent partner of its customers. The brand portfolio ranges from designer lingerie and loungewear, sleepwear, swimwear, legwear, shapewear to fashion accessories.





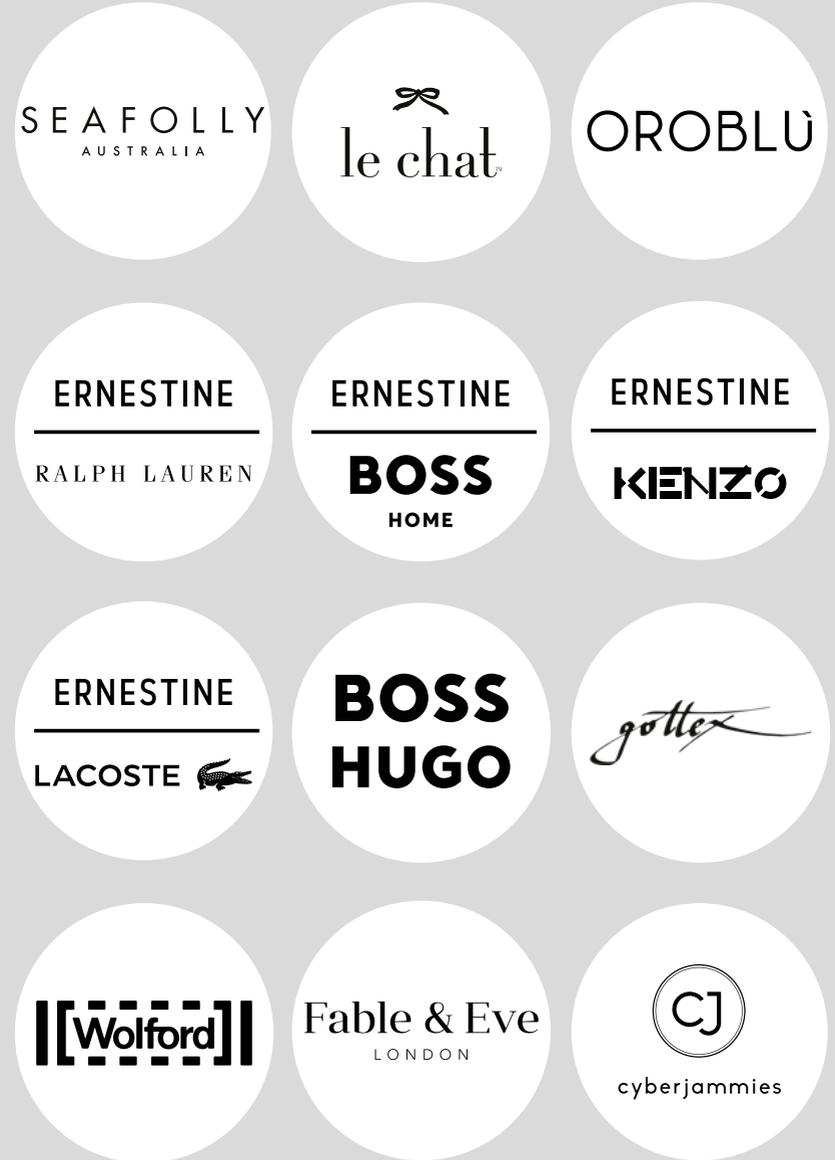
Brand Portfolio

Lingerie, Shapewear, Swimwear, Lounge- & Sleepwear,

Socks, Legwear & Accessoires



Brand Portfolio



Brand Portfolio



New Brands



Sustainable Brands



Brands

Lingerie, Shapewear, Swimwear, Lounge- & Sleepwear,

Socks, Legwear & Accessoires

SPANX®

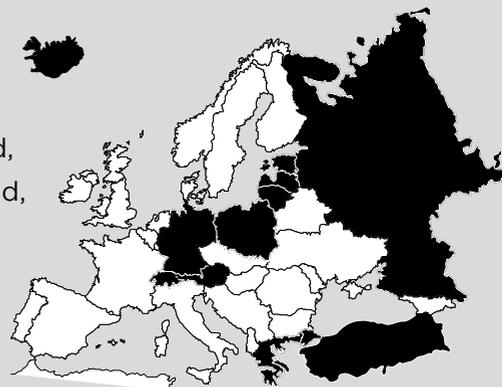


Shapewear for Women

The secret of success of the famous shapewear label SPANX: Innovative materials, well-conceived cuts and unequalled wearing-comfort for maximum effect. Founded in 2000 by Sara Blakely, Spanx inspires women all over the world.

Distribution:

Germany, Austria, Switzerland,
Greece, Turkey, Iceland, Poland,
Russia, Estonia, Latvia &
Lithuania



MICHAEL MICHAEL KORS



Swimwear for Women

US fashion designer Michael Kors is famous for his unique and extraordinary designs. This style is also reflected in the younger collection MICHAEL Michael Kors swimwear. The label joins young and sportive creations in combination with classy elegance.

Distribution:

Europe



STELLA McCARTNEY

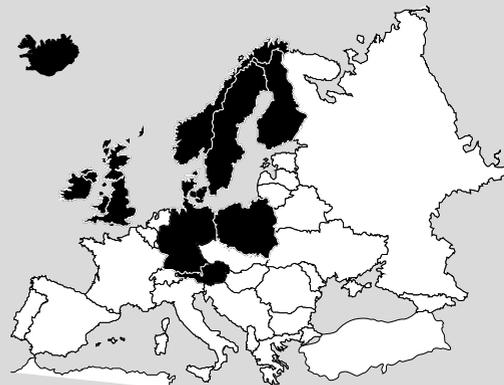


Lingerie and Swimwear for Women

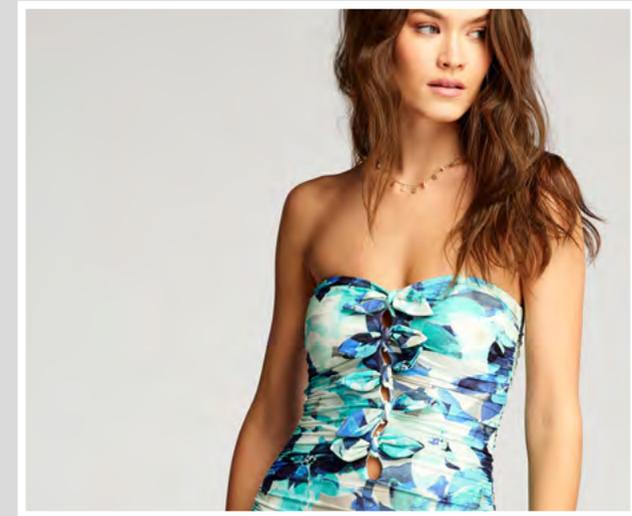
Luxurious, comfortable and sophisticated. That is what the brand Stella McCartney is known for. It is reflecting the modern aspirations of today's society. It is the epitome of natural confidence and sexiness - a unique assortment of swimwear and lingerie for women.

Distribution:

Germany, Austria, Poland, Sweden, Norway, Denmark, Finland, United Kingdom & Ireland



CARMEN MARC VALVO



Swimwear for Women

Each one of Carmen Marc Valvo's elegant designs combines classic artistry with striking silhouettes designed to accentuate the inherent beauty of the female form. Its unique ability to highlight a woman's best features has made her a favourite of celebrities.

Distribution:

Europe



**KARL
LAGERFELD**
BEACHWEAR

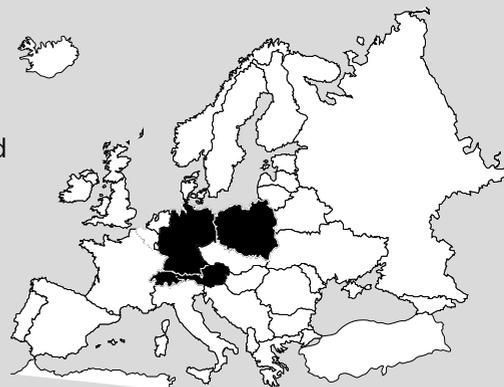


Swimwear for Women and Men

Karl Lagerfeld introduced the first Karl Lagerfeld Beachwear collection for the Spring/Summer 2019 season. Featuring designs for men and women, the styles are rooted in classic silhouettes and prints, with Karl's unmistakable aesthetic that is contemporary and cool.



Germany, Austria, Switzerland
& Poland



B
bravado!
DESIGNS

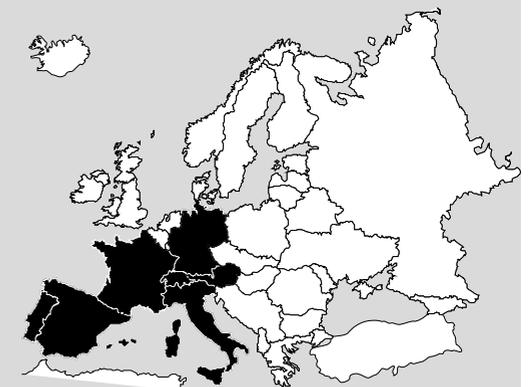


Maternity Lingerie

Bravado is the market leader for nursing bras in the United States, Canada and Asia. Through Bravado's unique Test Wear Program, they engage with real moms of all sizes and in all stages of motherhood, and garner invaluable feedback that influences their designs.



Germany, Austria, Switzerland,
Spain, Portugal,
Andorra, France & Italy



VINCE CAMUTO



Swimwear for Women

Vince Camuto's swimwear is contemporary, sexy and sophisticated. Never compromising on style and quality, the swimwear collection is relaxed and effortlessly incorporates gorgeous solids, prints and unexpected details.



Europe




kate spade
NEW YORK



Swimwear for Women

Kate Spade New York is a global lifestyle brand offering aspirational luxury swimwear with a clever wit and playful charm. The spirited approach, commitment to curiosity and passion for sharing the colourful world still shapes all that is the Kate Spade swimwear collection.



Europe



SEAFOLLY

AUSTRALIA



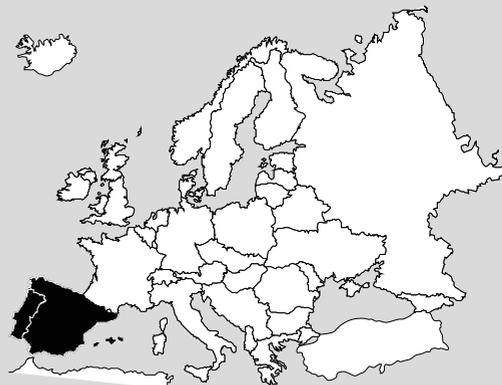
Swimwear for Women

Seafolly is the heart of the Australian summer and is sharing this with the world. The collection of swimwear, beachwear and activewear includes something to suit all body shapes and sizes, with bold statement prints, contrasting textures and beautiful lines.



Distribution:

Spain, Portugal & Andorra



Maaji



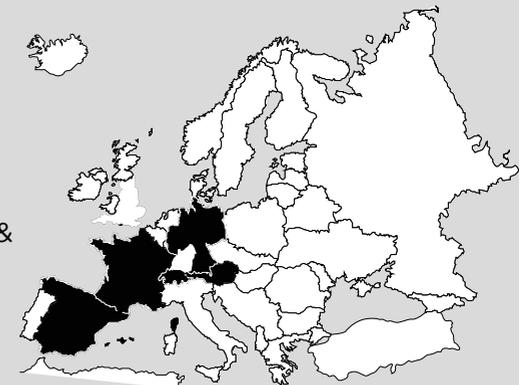
Swimwear for Women

Each collection is inspired by a magical surreal story and the result of a careful creative process. All MAAJI lines balance a unique mix of colours and shapes with textures and ubiquitous presence of details that define the brand's philosophy.



Distribution:

Germany (except Baden-Württemberg), Austria, Switzerland, Spain, Andorra & France



BOSS HUGO



*Underwear, Loungewear, Sleepwear, Swimwear
& Socks for Men*

HUGO BOSS is a German luxury fashion house headquartered in Metzingen. Since 1924 HUGO BOSS represents understated luxury and classic elegance and has evolved into a major global fashion house. Discover the elegant men's collection by HUGO BOSS and experience sophisticated designs & classic cuts.



Distribution:

Spain, Portugal & Andorra
(except El Corte Inglés)




le chat™



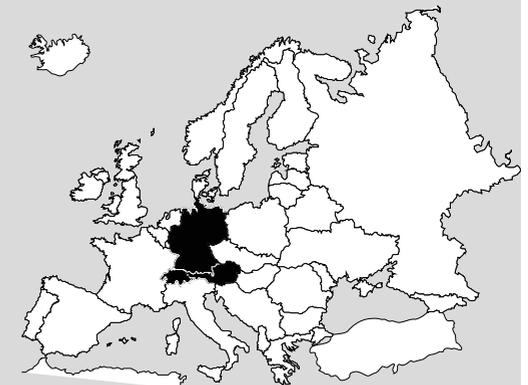
Sleepwear for Women

Le Chat is a French 4th generation family business that combines special know-how with noble fabrics and high quality. Since 1946, Le Chat produces comfortable and elegant home- and nightwear collections, without sacrificing style.



Distribution:

Germany, Austria &
Switzerland





cyberjammies

Nora
Rose

Fable & Eve
LONDON



Sleepwear for Women

Nearly 20 years ago, the British label started with the production of high quality and exclusive nightwear with a high wearing comfort. Today, Cyberjammies (including collections of Nora Rose and Fable & Eve), is the best selling brand in that segment in Great Britain. In 2019, for a second time in a row they won the Underlines Stars Award, Bestselling Nightwear Collection.



Europe (except United Kingdom & Ireland)



OROBLÙ



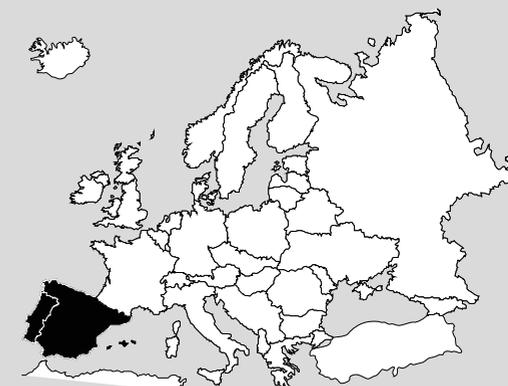
Legwear for Women

Oroblù represents fashionable and timeless legwear, that emphasises woman's personality in an artful way.

The CSP International Group's mission is to produce and distribute throughout the world the best quality and innovating products, in the core business of hosiery and in underwear, bodywear and beachwear.



Spain, Portugal & Andorra



ERNESTINE

KENZO RALPH LAUREN LACOSTE  BOSS HOME



ERNESTINE

KENZO RALPH LAUREN LACOSTE  BOSS HOME

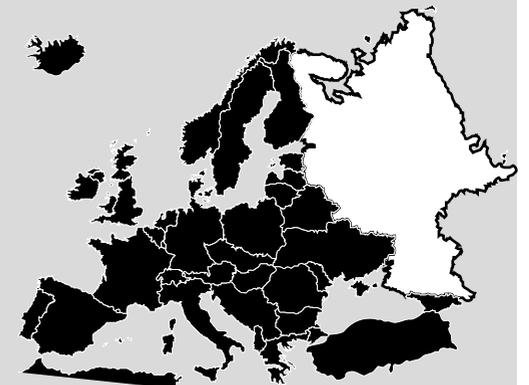
Homewear for Men and Women

„Ernestine“ was the founder of the Fremaux company who started her business 175 years ago. Since then the company has been producing bed linen, towels and bathrobes with the highest skilled craftsmanship. We offer under the brand roof “Ernestine” bathrobes and beach towels of three world known brands: Kenzo Maison, Ralph Lauren, Hugo Boss home and Lacoste. The home collection of Ralph Lauren perfectly convey the feeling of freedom of the USA. Kenzo Maison addresses it's creative and joyful range of colours, lovers of colourful printed fashion. Hugo Boss home offers a classic and contemporary home collection with a sense of luxury for every day.



Distribution:

Europe (without Russia)



gottex

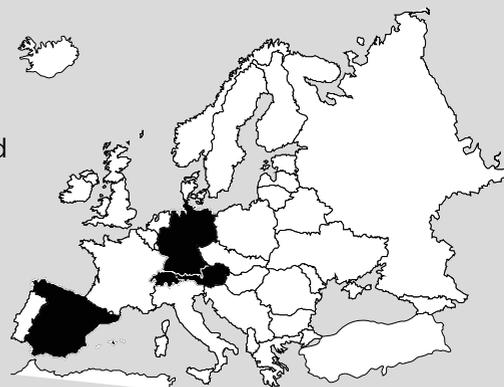


Swimwear for Women

The iconic swimwear brand Gottex was established in 1956 and since its birth has always been associated with quality, fashionable and glamorous swimwear and beachwear. The Gottex collection is divided into three sub-categories as 'Collection', 'Contour', 'Profile', and 'Essentials'.



Germany, Austria, Switzerland & Spain



[Wolford]

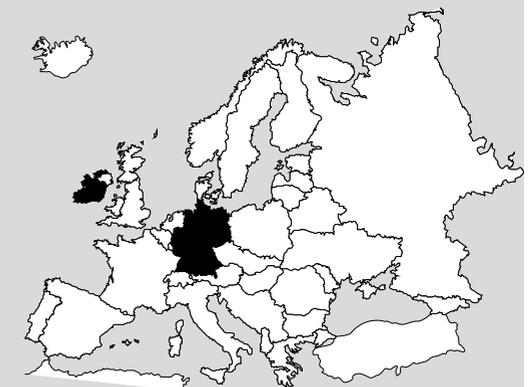


Skinwear

Wolford AG, based in Bregenz (Austria), is well-known for its high quality, close to the body skinwear positioned within the luxury segment and was founded in 1949. The typical Wolford seamless products are traditionally produced in their own factories in Bregenz. The distribution will focus on selected clients and specialized retailer.



Germany & Ireland



PANTONE™

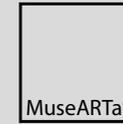
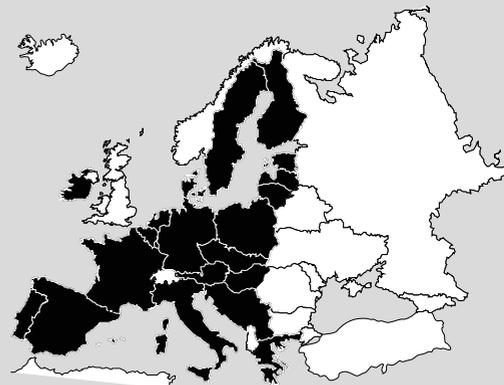


Socks for Women and Men

Pantone has enjoyed cult status since 1963 and carries weight for all those who value design. Pantone provides a universal language of colors and thus supports the fashion and textile industries, among others. In collaboration with the brand MuseARTa exclusive designs are created for socks lovers.



Global



Socks for Women and Men

MuseARTa was launched in 2020 to present the most popular artworks of our time. Each pair of socks is a piece of art with a lot of technical knowledge and love for details produced in the best factories. This special socks collection is completed by beach and tea towels - available in the best museum shops around the world.



Global



JETS

AUSTRALIA



Swimwear for Women

Inspired by the lifestyle and confidence of the modern woman, Jets Australia is committed to creating sophisticated and effortless pieces to make them look and feel their best for season to come as - a leading authority in swim & resort fashion for over 20 years.

Distribution:

Europe (except Luxembourg, The Netherlands, Belgium, Spain, Switzerland & United Kingdom)



BIKKEMBERGS



Swimwear for Women

Dirk Bikkemberg, who is part of the 'Antwerp Six', created his first collection after graduating in 1986. His designs exude an uncomplicated self-confidence and redefine aesthetic codes and functionality, where sportswear influences fashion and vice versa. The label is 100% owned by Modern Avenue Group Co.

Distribution:

Germany



GANT



Swimwear for Men

Gant was founded in 1949 by Ukrainian Bernard Gantmacher in New York, where he could realize his ‚American Dream‘. The brand and its polo shirts became the archetypal myth of American sportswear through its casualness and sportiness - shaped by the campus, the East Coast lifestyle as well as the Ivy League.



Spain & Portugal



seidensticker



Daywear & Sleepwear for Men and Women

The interplay of tradition and modernity as well as a distinct passion have characterized the family-owned company Seidensticker since its foundation in 1919 based in Bielefeld. In cooperation with F1-Generation GmbH, two new collections for men and women were created in the nightwear and daywear segments.

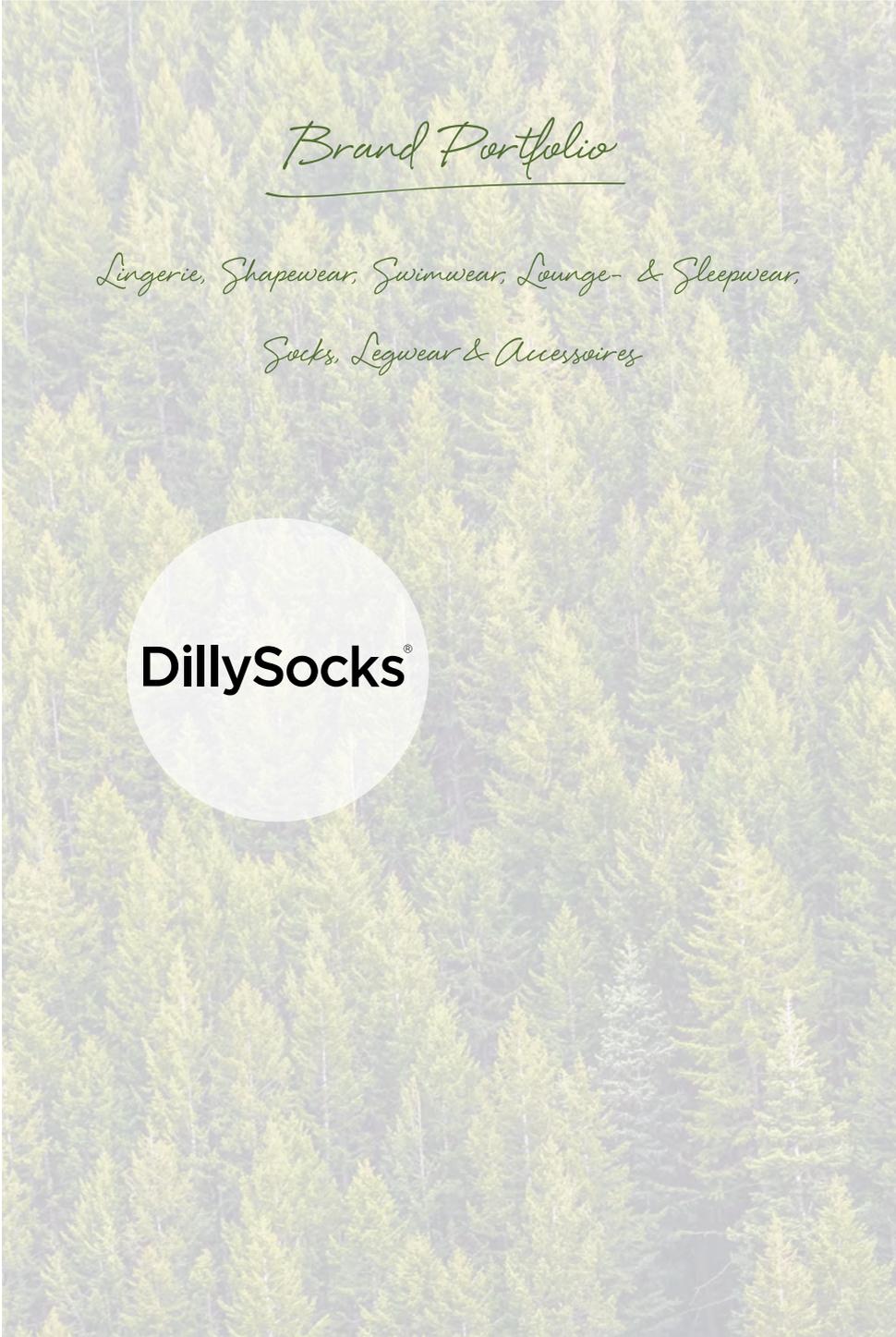


Europe





Sustainable fashion



Brand Portfolio

Lingerie, Shapewear, Swimwear, Lounge- & Sleepwear,

Socks, Legwear & Accessoires



DillySocks®

DillySocks®

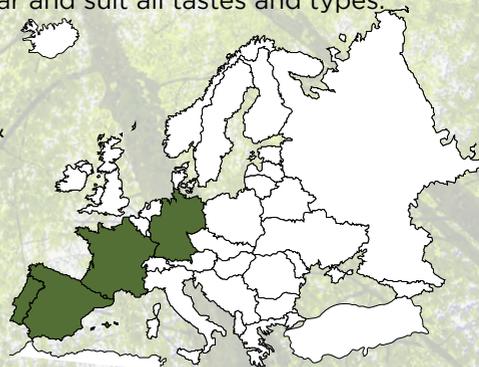


Socks for Women and Men

DillySocks was founded in 2013 with the aim to make the world's most ordinary accessory more colourful. The unique patterns, inspired by the colours and shapes of everyday life, are designed in Switzerland and produced in Portugal by a family-owned company. Each pair is a step towards a more colourful world, keeping sustainability in focus! Thanks to the high percentage of organic combed cotton (Oeko Tex Standard 100), brightly coloured DillySocks are extremely comfortable to wear and suit all tastes and types.



Germany, France, Portugal, Spain & Andorra





Brand Distribution Europe

F1-GENERATION
Everything you can wear on your skin!

Distributed Brands

**MICHAEL
MICHAEL KORS**

kate spade
NEW YORK

CARMEN MARC VALVO

**VINCE
CAMUTO**



bravado!
DESIGNS

ERNESTINE

KENZO RALPH LAUREN LACOSTE BOSS

Maaji

DillySocks®



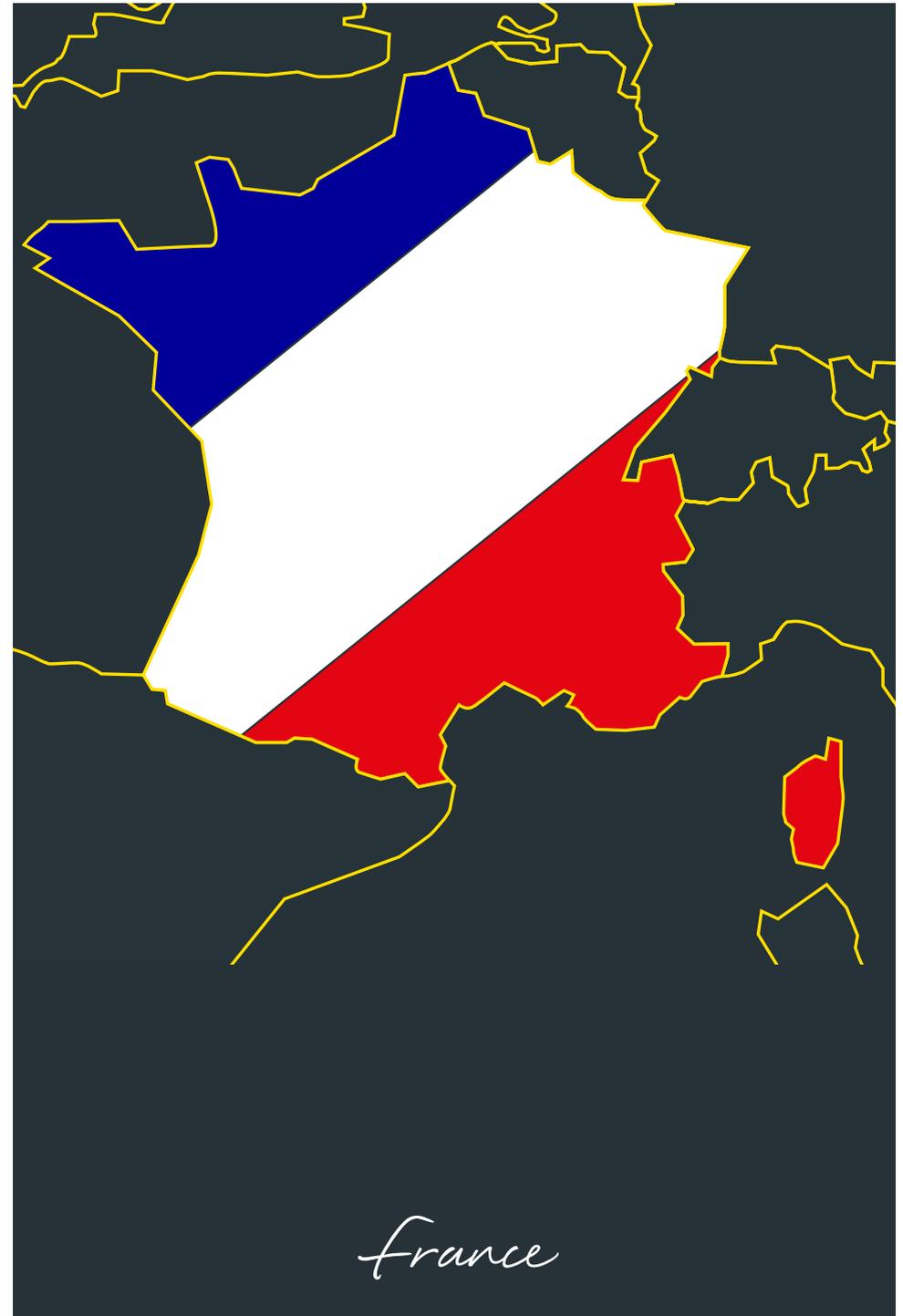
cyberjammies



PANTONE™

seidensticker

JETS
AUSTRALIA



Distributed Brands

**MICHAEL
MICHAEL KORS**

kate spade
NEW YORK

CARMEN MARC VALVO

**VINCE
CAMUTO**



bravado!
DESIGNS

ERNESTINE

KENZO RALPH LAUREN LACOSTE BOSS



cyberjammies

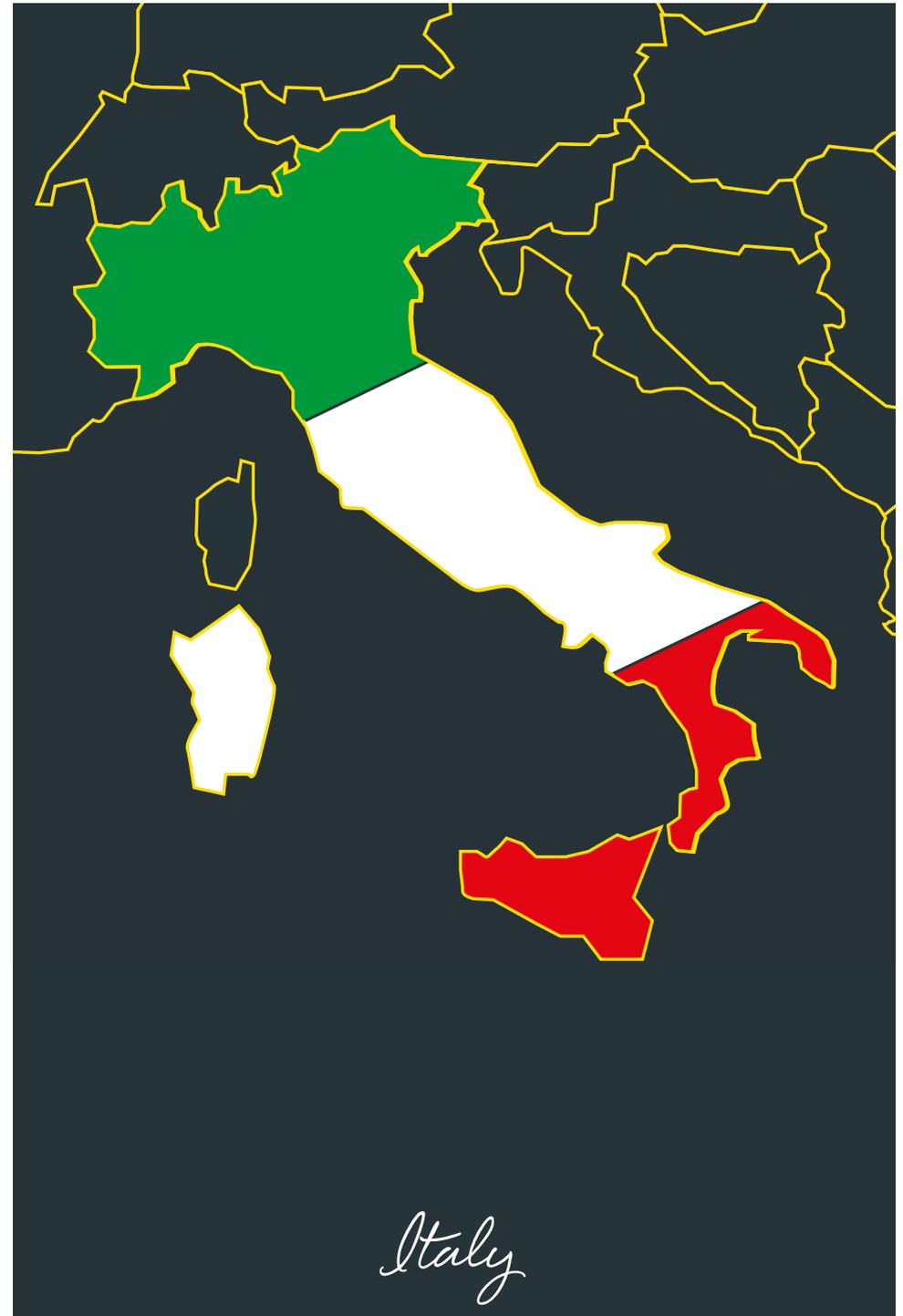


MuseARTa®

PANTONE™

seidensticker

JETS
AUSTRALIA



Distributed Brands

STELLA McCARTNEY
LINGERIE

**KARL
LAGERFELD**
BEACHWEAR

ERNESTINE

KENZO RALPH LAUREN LACOSTE BOSS

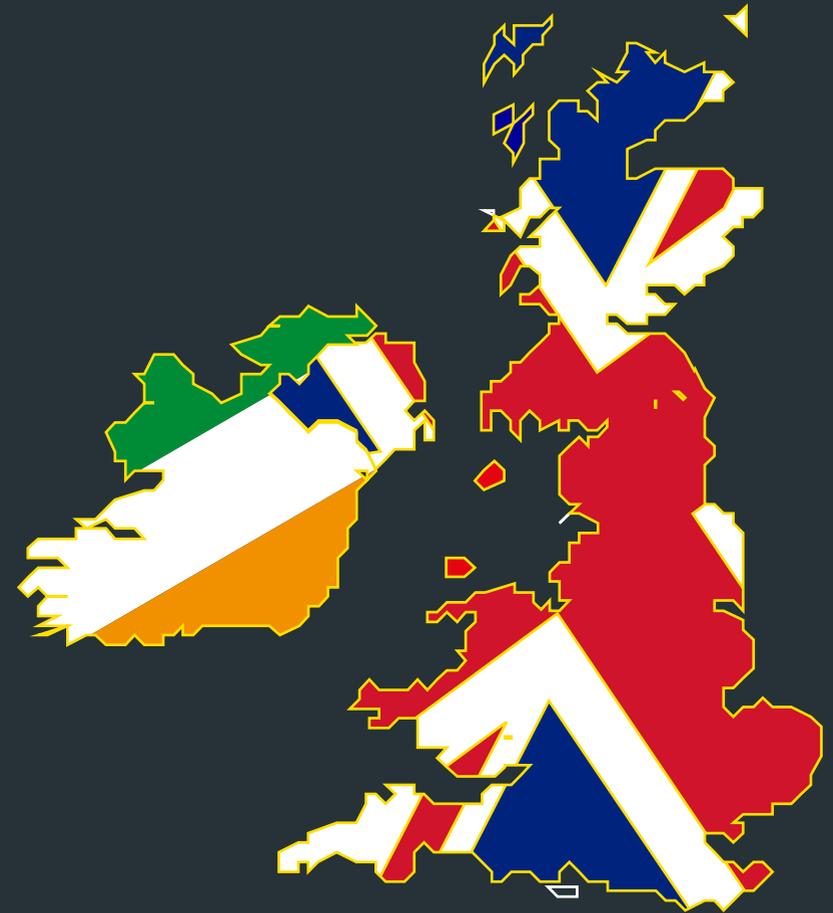
[[Wolford]]



MuseARTa®

PANTONE™

seidensticker



United Kingdom
Ireland

Distributed Brands

**MICHAEL
MICHAEL KORS**

kate spade
NEW YORK

CARMEN MARC VALVO

**VINCE
CAMUTO**



bravado!
DESIGNS

**KARL
LAGERFELD**
BEACHWEAR

ERNESTINE

KENZO RALPH LAUREN LACOSTE BOSS

**BOSS
HUGO**

SEAFOLLY
AUSTRALIA

Maaji

DillySocks®



cyberjammies

gotte

OROBLU



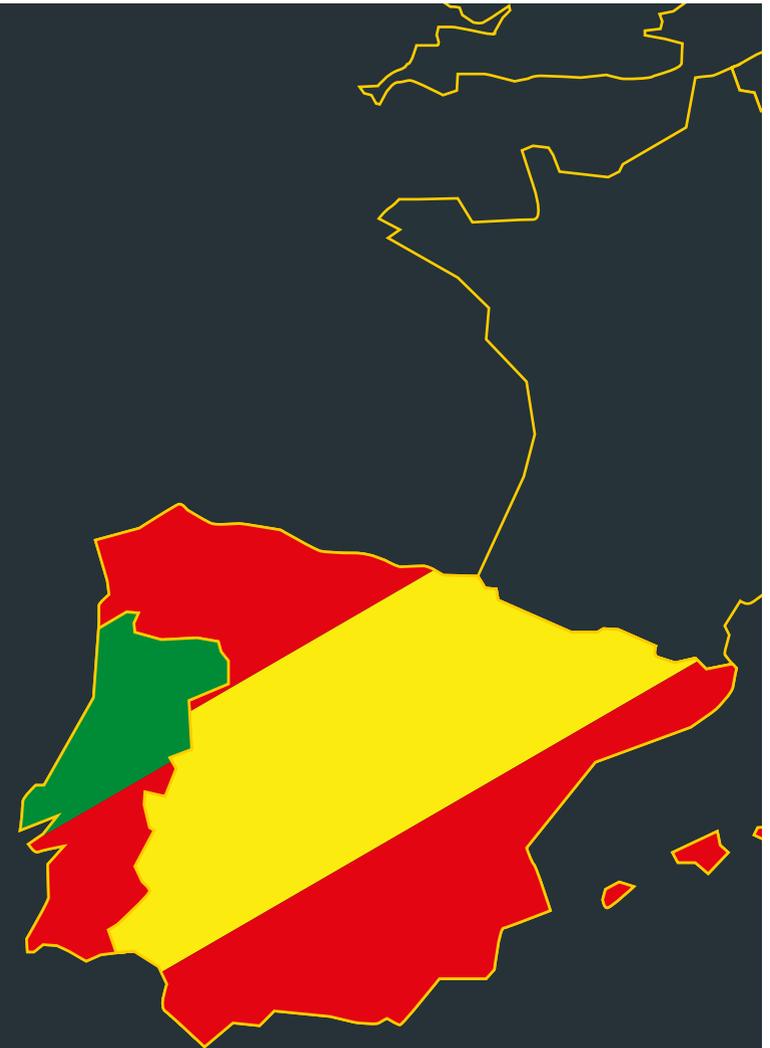
MuseARTa®

PANTONE™

seidensticker

JETS
AUSTRALIA

GANT



*Spain
Portugal*

Distributed Brands

**MICHAEL
MICHAEL KORS**

kate spade
NEW YORK

CARMEN MARC VALVO

**VINCE
CAMUTO**

ERNESTINE

KENZO RALPH LAUREN LACOSTE BOSS

CJ

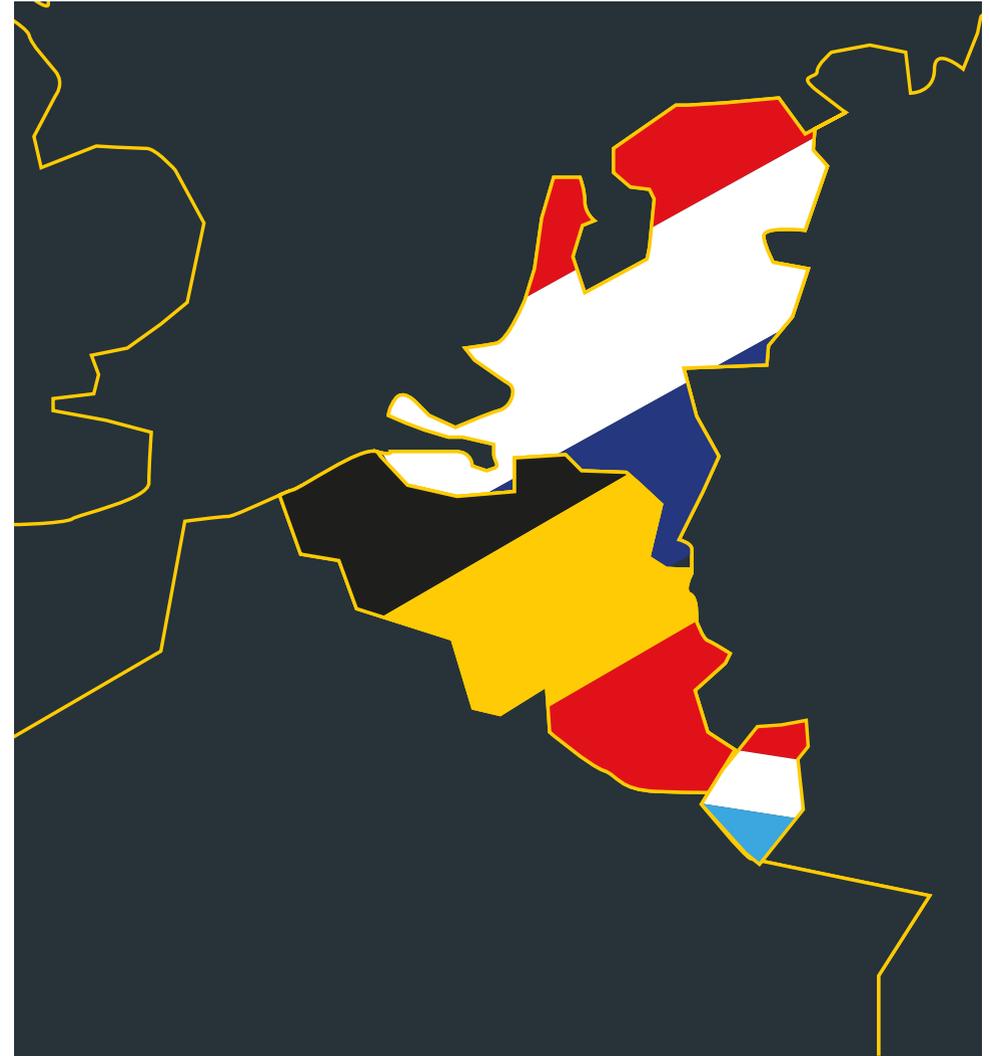
cyberjammies



MuseARTa®

PANTONE™

seidensticker



*Belgium
Netherlands
Luxembourg*

Distributed Brands

SPANX™

MICHAEL
MICHAEL KORS

♠
kate spade
NEW YORK

CARMEN MARC VALVO

VINCE
CAMUTO

STELLA McCARTNEY
LINGERIE

B
bravado!
DESIGNS

KARL
LAGERFELD
BEACHWEAR

ERNESTINE
KIDIZO RALPH LAUREN LACOSTE BOSS

Maaji

DillySocks®

CJ
cyberjammies

gottex

le chat

[[Wolford]]

MuseARTa®

PANTONE™

BIKKEMBERGS

seidensticker

JETS
AUSTRALIA



Germany
Austria
Switzerland

Distributed Brands

SPANX

MICHAEL
MICHAEL KORS

♠
kate spade
NEW YORK

CARMEN MARC VALVO

VINCE
CAMUTO

STELLA McCARTNEY
LINGERIE

KARL
LAGERFELD
BEACHWEAR

ERNESTINE
IGRIZO RALPH LAUREN LACOSTE BOSS

CJ

cyberjammies

MuseARTa®

PANTONE™

🌸
seidensticker

JETS
AUSTRALIA



Distributed Brands

STELLA McCARTNEY
LINGERIE

ERNESTINE
KENZO RALPH LAUREN LACOSTE BOSS

MICHAEL
MICHAEL KORS

♠
kate spade
NEW YORK

CARMEN MARC VALVO

VINCE
CAMUTO

CJ
cyberjammies

MuseARTa®

PANTONE™

seidensticker

JETS
AUSTRALIA



Distributed Brands

SPANX™

MICHAEL
MICHAEL KORS

♠
kate spade
NEW YORK

CARMEN MARC VALVO

VINCE
CAMUTO

ERNESTINE
KENZO RALPH LAUREN LACOSTE BOSS

CJ

cyberjammies

MuseARTa®

PANTONE™

🌸
seidensticker

JETS
AUSTRALIA



Greece
Turkey

Distributed Brands

SPANX™

MICHAEL
MICHAEL KORS

♠
kate spade
NEW YORK

CARMEN MARC VALVO

VINCE
CAMUTO

ERNESTINE
KENZO RALPH LAUREN LACOSTE BOSS

CJ

cyberjammies

MuseARTa®

PANTONE™

seidensticker

JETS
AUSTRALIA



Customers

*On the following pages you will
find an overview of key accounts:*

ALSTERHAUS

KaDeWe

OBERPOLINGER

*Galerias
Lafayette*

Berlin

*Galerias
Lafayette*

France

*Galerias
Lafayette*

Dubai

*Galerias
Lafayette*

Istanbul

B breuninger

Peek&Cloppenburg*



GLOBUS

HOUSE OF FRASER

 zalando

LUDWIG BECK

 **PALMER'S**

El Corte Inglés

STEFFL
DEPARTMENT STORE
LITZKA

**JOHN
LEWIS
& PARTNERS**

BROWN THOMAS

HARVEY NICHOLS

PRINTEMPS



NELLY.COM

ON *my*SKIN[®]


attica

MATCHESFASHION.COM

Boozt.COM


REBELLi


ЭСТЕЛЬ
А Д О Н И

RINASCENTE

PYRENEES

Sponsoring

**Romy Gala
Award
2019**

Sponsoring



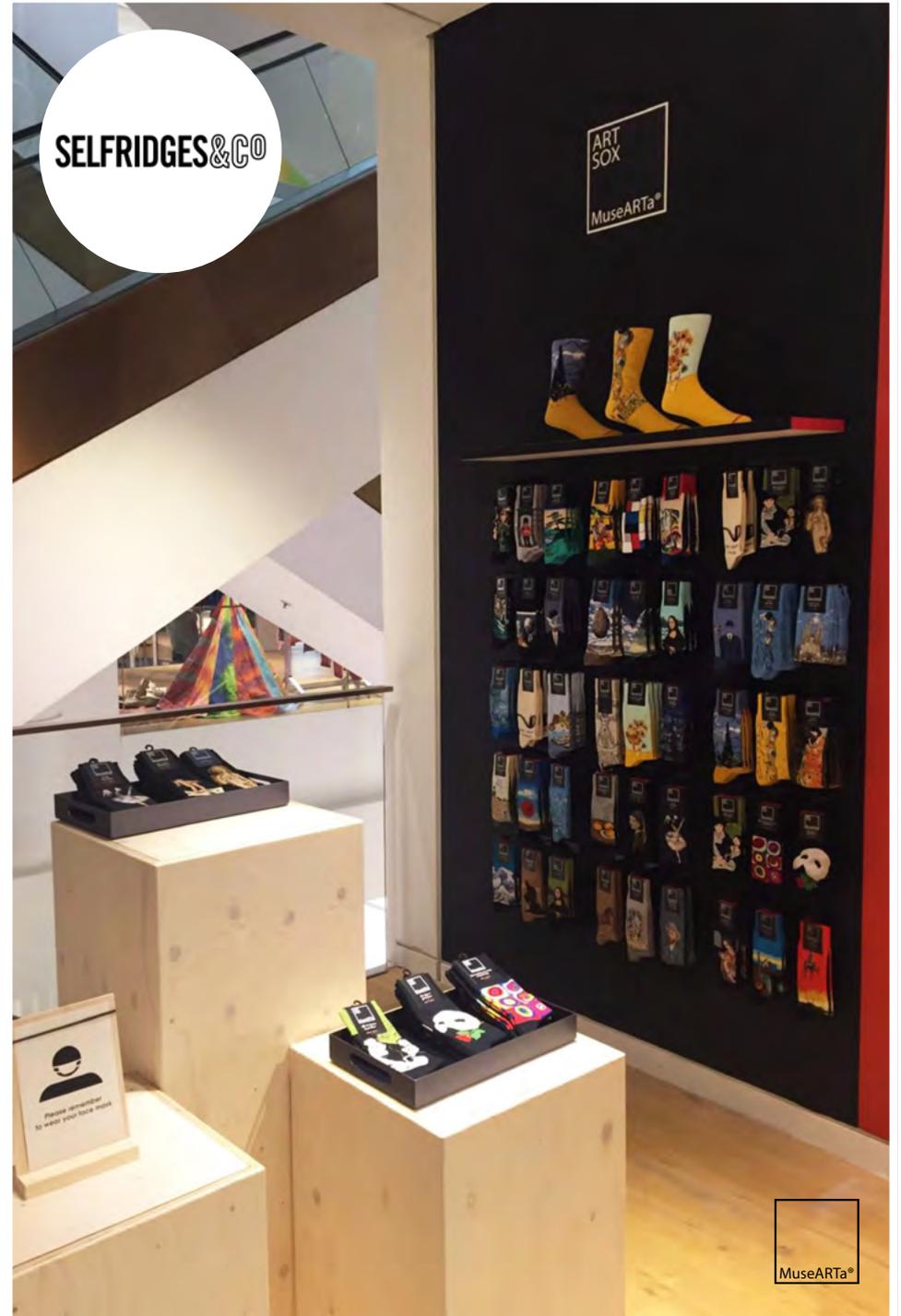
SPANX[®]
@PALMERS





MuseARTa Display

SELFRIDGES&CO





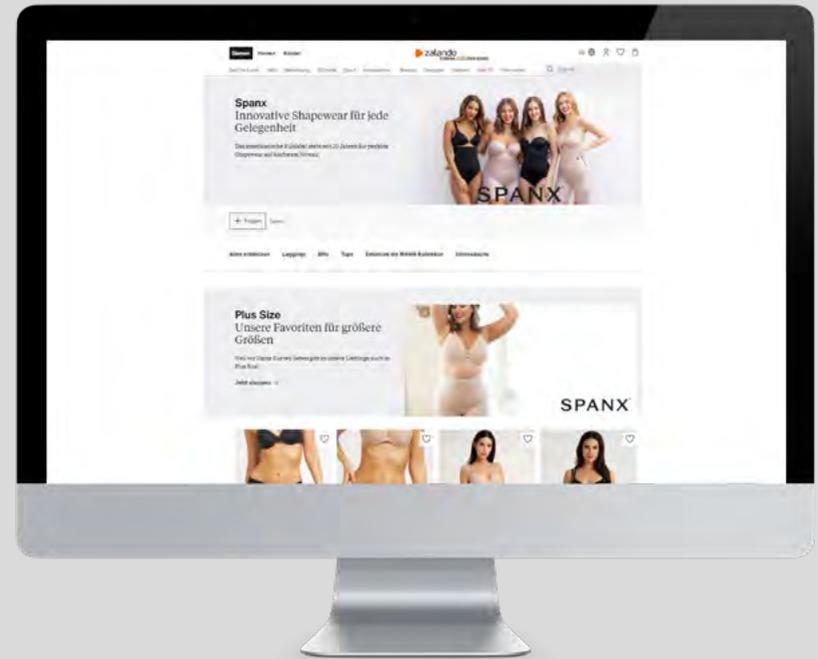


MICHAEL
MICHAEL KORS



VINCE CAMUTO





Suppliers

Lingerie, Shapewear, Swimwear, Lounge- & Sleepwear,

Socks, Legwear & Accessoires



Founded in 2000 by Sara Blakely, who owns 100% of the company. The innovative products made the company to the world leader in shapewear.



Founded in 1992 in Canada by two moms, the label is specialized in comfortable and stylish nursing bras. All bras are "OEKO-TEX Standard 100" certified.

Based in New York, Swimwear Anywhere Inc. is the premiere designer and manufacturer of swimwear in North America. Through its extensive portfolio of brands and license, the company has dominated the swimwear industry in quality and innovation. Among Swimwear Anywhere's licensed brands are Michael Kors, MICHAEL Michael Kors, Kate Spade New York, Tommy Hilfiger, Proenza Schouler, Carmen Marc Valvo, Coco Rave and Vince Camuto.



Since 1950 the company collaborated over the years with the most important and renowned fashion houses, such as Armani, Fendi and Cavalli. Today brands such as Ermenegildo Zegna, Stella McCartney Swimwear Man, Stella McCartney Lingerie and Dsquared2 are part of their brand portfolio.

Suppliers

Lingerie, Shapewear, Swimwear, Lounge- & Sleepwear,

Socks, Legwear & Accessoires



CSP International Fashion Group is one of the leading players in the world markets of hosiery and underwear and the only Italian group, producing these products listed at the Milan Stock Exchange.

Wolford AG (founded in 1950) based in Bregenz (Austria), is well-known for their typical Wolford seamless products which are traditionally produced in their own factories in Bregenz.



Area B S.p.A. was founded in 2011, but its story starts in early years. Enterprise S.r.L. was born in 1999. A small company producing and distributing beachwear, in a market on the verge of its most turbulent decade. Twelve years later, the management who led Enterprise all the way through that decade, takes over the company building it into a new entity - Area B.



The exclusive homewear of the Fremaux-Group chant with its high quality processing of their fine materials which are translated into a classy living.

Suppliers

*Lingerie, Shapewear, Swimwear, Lounge- & Sleepwear,
Socks, Legwear & Accessoires*



DillySocks®

Based in Switzerland, DillySocks is working closely with a family-owned Portuguese mill to fulfil their mission of making sustainability more fashionable. The outcome are colourful socks with unique patterns which are each made of high-quality European cotton meeting the Oeko Tex Standard 100. DillySocks not only meets ecological aspects in production but also social standards.

At the Colombian beachwear leader, prints are the key element of every collection and are developed in house by the creative team of the company. All lines have a unique mix of colours, shapes, cutting-edge silhouettes, textures and ubiquitous presence of details.



Maaji



SEAFOLLY
AUSTRALIA

Founded in Sydney Australia in 1975, Seafolly is made for living and to be worn on the beach and in the water. The sleek styles suit the action of every adventure. The designs are created with a variety of body shapes, sizes and personal styles in mind, with their swimwear, clothing and activewear collections helping to make finding the perfect beach look a breeze.

Since the founding of the family business in 1919 in Bielefeld, the interplay of tradition and modernity as well as a pronounced passion for perfect shirts characterize their products.




seidensticker

Suppliers

*Lingerie, Shapewear, Swimwear, Lounge- & Sleepwear,
Socks, Legwear & Accessoires*

The iconic swimwear brand Gottex was established in 1956 and since its birth has always been associated with quality, fashionable and glamorous swimwear and beachwear. The Gottex collection is divided into three sub-categories as ‚Collection‘, ‚Contour‘ and ‚Essentials‘. Since 2014, the collections are designed by Keren Gasner.



Le Chat is a French 4th generation family business that combines special know-how with noble fabrics and high quality. Since 1946, Le Chat produces comfortable and elegant home- and nightwear collections, without sacrificing style.

Cebon Apparel PVT Limited

Cebon Apparel PVT stands behind three sleepwear lines as Cyberjammies, Nora Rose and Fable & Eve which are the best selling brands in that segment in Great Britain. Manufacturing in India with four own factories and developing their own fabrics for comfortable sleepwear.

HUGO BOSS is a German luxury fashion house headquartered in Metzingen. Since 1924 HUGO BOSS stands for understated luxury and classic elegance and has evolved into a major global fashion house.



Gant was founded in 1949 by Ukrainian Bernard Gantmacher in New York, where he could realize his ‚American Dream‘. The brand and its polo shirts became the archetypal myth of American sportswear through its casualness and sportiness - shaped by the campus, the East Coast lifestyle as well as the Ivy League.



The Team

The team of F1-Generation consists of around 50 reliable and qualified employees. Good service and high quality are the keys to success, which is reflected in long lasting and successful customer relationships. Whether it is IT, finances, marketing & PR, or sales and customer service – our departments strive for quick and simple solutions and always try to offer different options for a successful cooperation. As one of the main European distributors we provide a multilingual team, speaking fourteen languages: German, English, Spanish, Catalan, Portuguese, Italian, Dutch, French, Turkish, Aramaic, Arabic, Albanian, Polish, Russian, Greek, Ukrainian, Hungarian, Hindi, Afrikaans, Swedish, Danish & Croatian.



Our Leadership

The owner and founder of the company is Andreas Hüttenhöscher.

He is directing the sales team and is therefore the direct contact for our customers and suppliers. With a great sense for fashion trends Andreas is the creative head when it comes to acquiring internationally well-known brands.



Andreas Hüttenhöscher
Mobile +49 172 2457627
ah@f1-generation.com
CEO

Brand Manager

Each brand manager is responsible for overseeing the entire creative process for their brands. It is their duty to coordinate sales and marketing processes as well as monitor, measure and manage brand equity and increasing the brand awareness.



Michael Kujanek
Phone +49 221 270598-150
michael.kujanek@f1-generation.com
Head of Brands



Christiane Ulrich
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Senior Brand Manager
Bikkembergs – Carmen Marc Valvo –
Cyberjammies – DillySocks – Gottex –
HUGO BOSS – JETS – Karl Lagerfeld –
Kate Spade – Maaji – MICHAEL Michael
Kors – Seafolly – Stella McCartney –
Vince Camuto



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Mobile +49 162 2638901
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Brand Manager
Bravado – Ernestine – Le Chat –
Pantone – MuseARTa – Seidensticker



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Cyberjammies – DillySocks – Gant –
Gottex – HUGO BOSS – JETS – Karl
Lagerfeld – Kate Spade – Maaji –
MICHAEL Michael Kors – Seafolly –
Stella McCartney – Vince Camuto



Peter Jokisch
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Brand Manager
Wolford



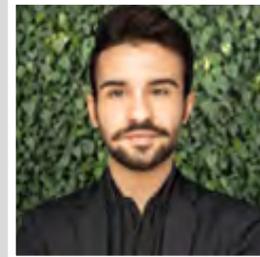
Carlos Vaquero
Phone +34 630 961939
carlos.vaquero@f1-generation.com
Brand Manager
Oroblù



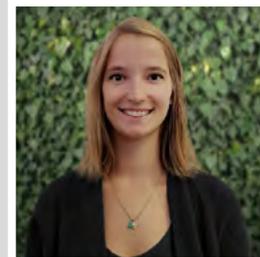
Sevasti Moshu
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Junior Brand Manager
Spanx

Assistant Brand Management

Each assistant to the brand management assists the brand manager with customer orders, customer service and all aspects of brand distribution.



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Gottex - HUGO BOSS - JETS - Karl
Lagerfeld - Kate Spade - Maaji -
MICHAEL Michael Kors - Seafolly -
Stella McCartney - Vince Camuto



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Assistant Brand Management
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Pantone - MuseARTa - Seidensticker



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Assistant Brand Management
Spanx

Accounting

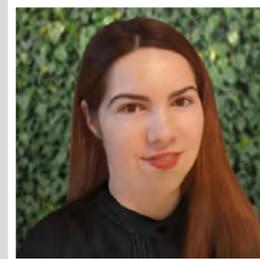
Our dedicated accounting department consists of seven full-time employees. The team works with our customers and suppliers regarding financial business processes.



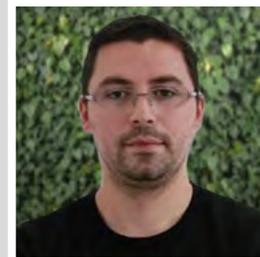
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Head of Accounts Receivable and
Consignment



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Human Resources



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Accounts Receivable



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Accounting



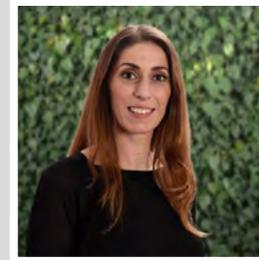
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Accounts Payable



Miracle Nnabuike
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Accounting Assistant

Office Management

a qualified employee supports the company by taking care of the reception as well as coordinating the internal and external exchange of information.



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Office Management



Hülya Mercan
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Office Management

F1-Retail

The **F1-RETAIL** GmbH is a subsidiary from the F1-Generation GmbH and was founded in 2019.

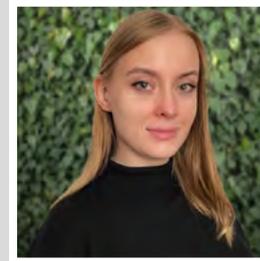
To cover the range of marketplaces, we work with the platform Tradebyte and hence integrate our products in online business. All international brands of the F1-Retail GmbH are already present on Zalando.de in ten different countries. More big online shops as Galeries Lafayette, El Corte Inglés, Farfetch, Mirapodo, About You, Afound, Galeria, Limango, Otto and Miinto are forthcoming.



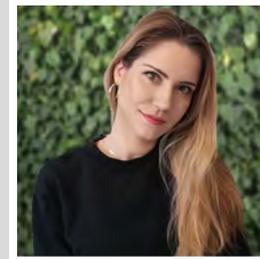
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Partner Program Management



Clelio Ghietti
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Office & Off-Price Management



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Partner Program Management



Daria Smolnik
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Junior Partner Program Development
Manager

Design

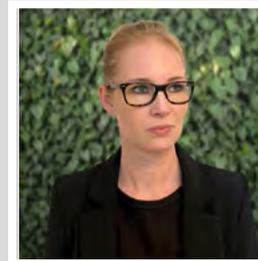
Our design team works exclusively for the two sock brands MuseARTa as well as Pantone and forms the basis for the following process.



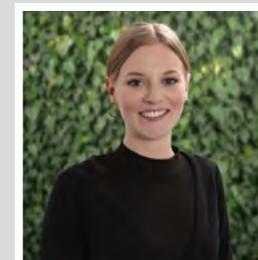
Alessandra Tortora
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VP of Design

Marketing

The marketing department currently consists of five people who are responsible for creating an appealing brand appearance and supporting our customers in the following fields: POS material and fixtures, advertisement, window merchandising, in-store merchandising, shop-in-shop concepts, online presence, printed products such as flyers or banners, organization of events, preparation of lookbooks and catalogues as well as mailings for trade shows and marketing campaigns.



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Head of Marketing & PR



Elena Schulz
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Junior Marketing Manager



Linda Warot
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Junior Marketing Manager



Lennin Iriza
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Social Media Manager

IT

We work with about 100 European key accounts who expect us to adjust our processes to their processes and not vice versa. Take into consideration that we work with customers within as well as outside of the European Union, that we work with customers in Euro, Swiss Franc and British Pound and that we work with customers in many languages and of course with many different ERP systems.

We meet the needs of customers packaging and delivery requests while working with over 20 brands with their own rules and issues, this makes it understandable why we have six members of IT staff. The IT-experts work closely together on developing innovative and effective in-house software programs in order to improve the cooperation with our customers.

Last but not least their focus lies on developing further applications for the business software Microsoft Dynamics NAV. Our IT-specialists are constantly optimizing software processes and systems which enable and improve the cooperation with customers.



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CIO - Authorized Signatory



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Software Developer



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Ayman El Omari
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IT-Trainee



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Senior Software Engineer



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Senior Software Developer



Sathish Chandrasekaran
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Software Developer

Trade Shows

Planning organization and realization of trade shows is a major focus of the marketing department. One member of our team is completely focused on the organisation and coordination of trade shows and order days. Together they make sure that F1 is represented on all relevant fairs and is always delivering a high-class appearance.



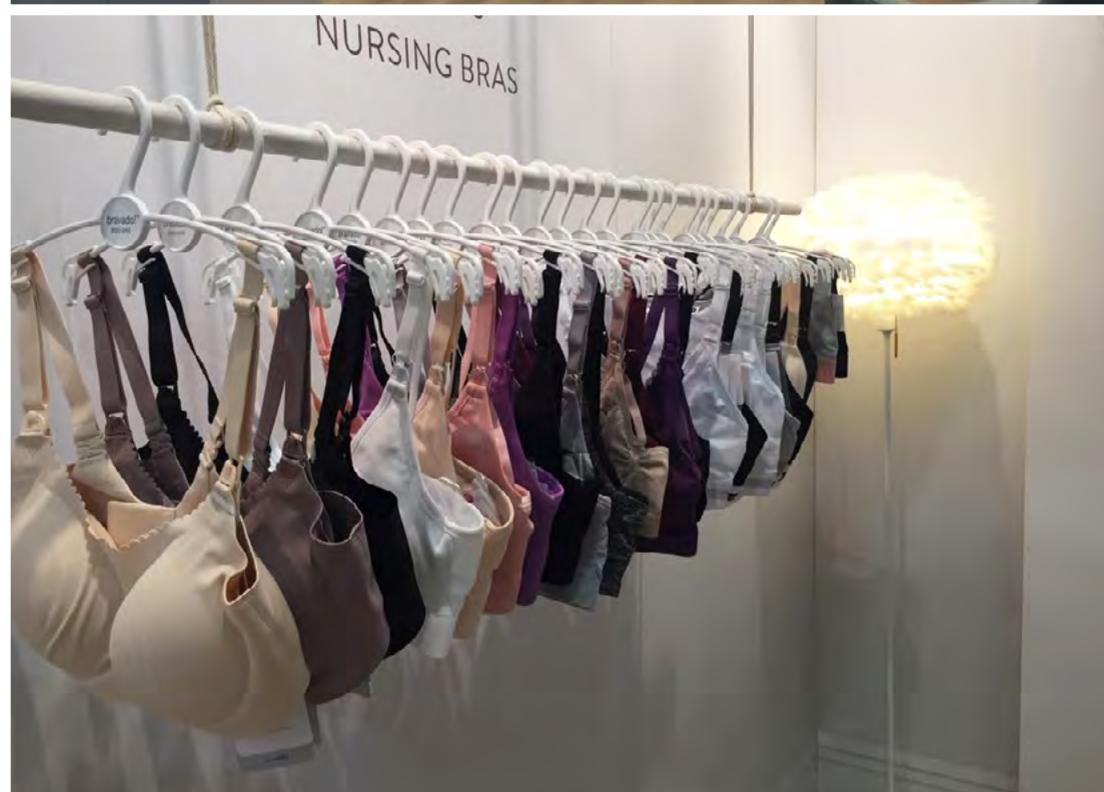
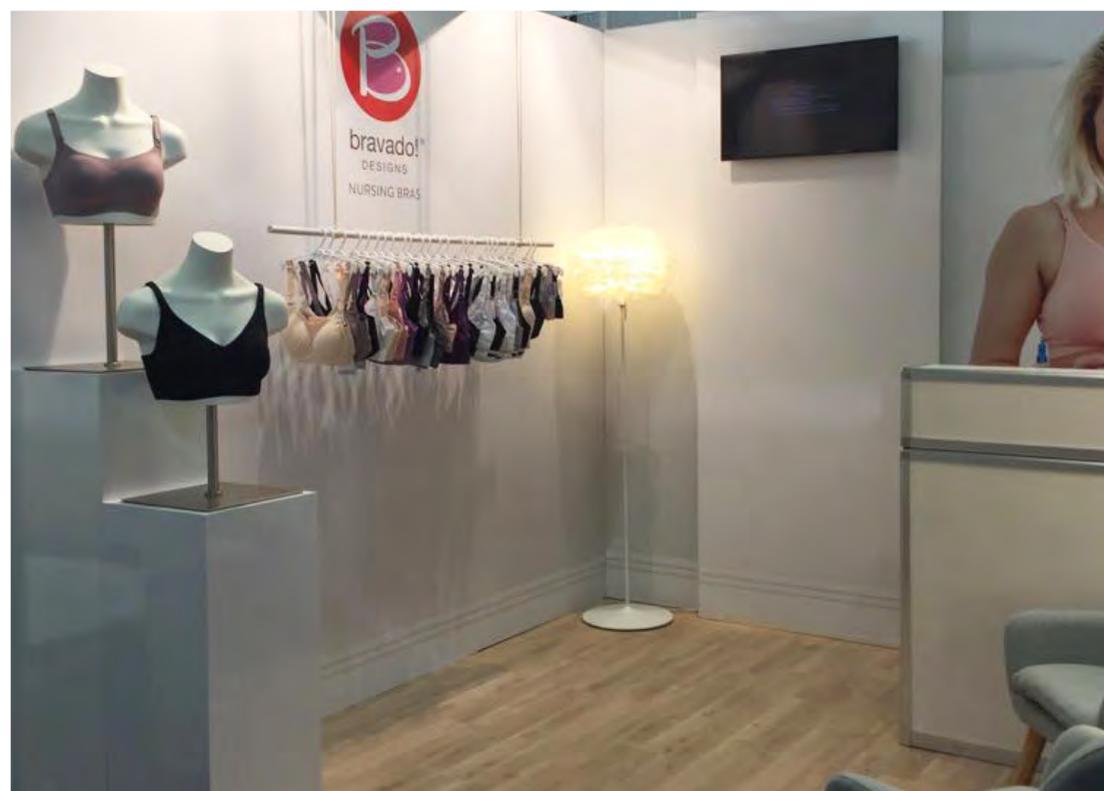
Sil Paris

We exhibit in the following cities:

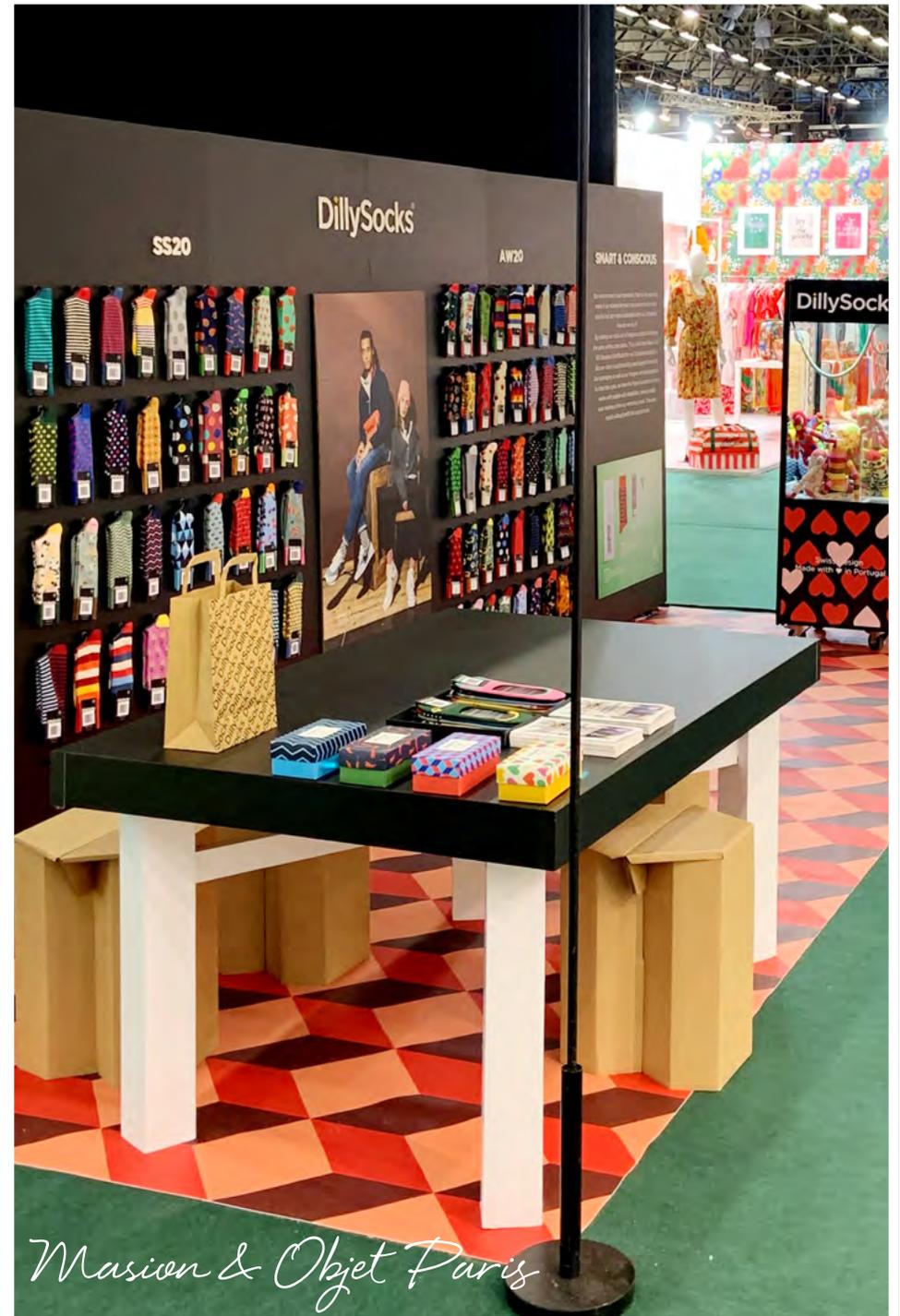
Paris, London, Berlin, Munich, Hamburg, Cologne, Frankfurt, Leipzig, Amsterdam, Antwerp, Birmingham, Vienna, Barcelona, Florence, Moscow, Cannes, Salzburg, Dortmund, Copenhagen & Miami .



The Supreme Munich



Kind + Jugend Cologne



PR

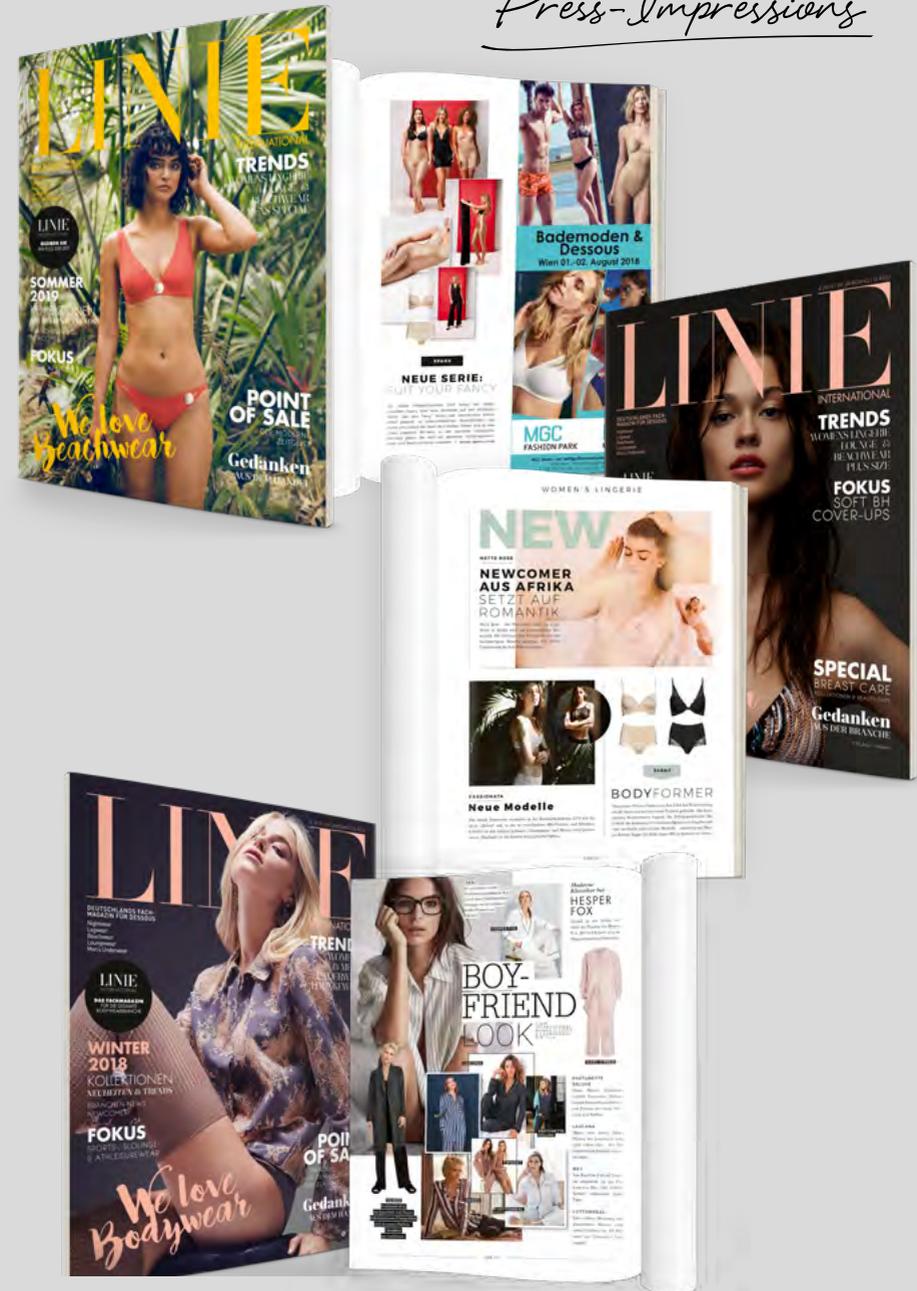
The PR department of F1-Generation can always rely upon an extensive network and excellent personal relationships with editors from trade and consumer press magazines all over Europe. Journalists, editors, bloggers and stylists are constantly being updated on the newest brands, lines and trends of F1-Generation.

The planning and realization of a wide range of PR activities such as PR mailings, news about the lines, sweepstakes, media cooperation, sample mailings and many more are amongst the daily business of the PR department.

By working closely together with the marketing and PR departments of our suppliers and customers we are able to support mutual projects and successful campaigns.

To measure our success and performance in the international press our PR department regularly sends out clippings and reportings.

Press-Impressions





Press Day Munich



Press Day Munich

Press Shows & Press Tours

To inform extensively the international media and maintain close contact to the most important media representatives, F1 places high importance on PR shows and tours all around Europe.

Once a year we take part in the Linie International Press Days in Munich. We present the newest collections, latest labels and trends to editors, bloggers and media representatives from Germany, Austria and Switzerland. Journalists of VOGUE, ELLE, Madame, Grazia, Gala and many more have the chance to get in touch with the high-end labels of F1-Generation. Of course the F1 PR team also organizes PR shows, collection presentations and editor meetings in the main fashion trade centers like Madrid, Amsterdam, Paris or London.

These activities are not only a possibility to present the latest trends but are an opportunity to open doors for new cooperations, such as TV-styling, editorials or product presentations.

Spanish, German and Dutch Vogue, Cosmopolitan, In-Style or Elle in each market, Grazia in The Netherlands or Telva in Spain – we have them all.

Customer Service

Our experienced customer service devotes all its attention to our customers and their needs. Three employees take care of all kinds of orders received by phone or by mail. The team is always eager to support you and find the most efficient solutions.

Accounting

Our dedicated accounting department consists of seven full-time employees. The team works with our customers and suppliers regarding financial business processes.

Administration

a qualified employee supports the company by taking care of the reception as well as coordinating the internal and external exchange of information.

Apprenticeship

f1 -Generation offers attractive training programs. We train and develop people in wholesale and retail management. Furthermore we provide trainee programs for graduates in several departments such as marketing, PR or as sales & marketing managers.

Subsidiaries

We have our own subsidiaries with VAT-numbers or tax representation by tax advisors with our own VAT number in most markets to offer the best service. Here is a list of our subsidiaries:

Subsidiary F1-Logistics

F1-Logistics GmbH
Alfred-Nobel-Str. 7-9
50226 Frechen
Germany

Subsidiary Spain

F1-Generation España S.L.U
Travessera de Gracia, 29, 5^a 1^a
08021 Barcelona
Spain

Subsidiary Poland

F1-Generation Polska Sp. z o.o.
Noakowskiego 10/30
00-666 Warsaw
Poland

Subsidiary Portugal

F1-Generation Portugal Limitada
Av. Republica, 841 R/C
4450-243 Matosinhos (Oporto)
Portugal

Subsidiary F1-Retail

F1-Retail GmbH
Palmstr. 36
50672 Cologne
Germany

Subsidiary Italy

F1-Generation Italia Srl
Sommerpromenade 4
39012 Meran
Italy

Subsidiary United Kingdom

F1-Generation (UK) Ltd
64 New Cavendish Street
W1G 8TB London
United Kingdom

Tax Representation



 Tax Consultants

 Subsidiaries



f1-Generation Polska Sp. z o.o.





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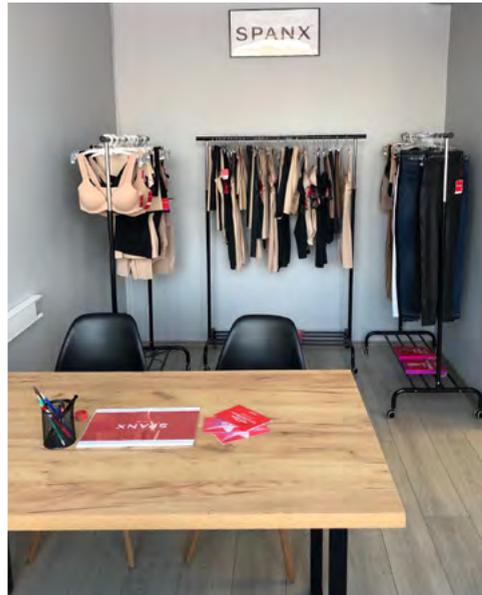


f1-Generation España S.L.U

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Showroom Moscow



Showroom Düsseldorf

C&C Peters Modeagentur



Social Commitment

F1-Generation supports the following organisations by donations:



Membership

F1-Generation is the only European company that is member in the respectable Underfashion Club. Established in 1958 the club is dedicated to education and works in all facets of the intimate apparel industry: foundations, daywear, sleepwear, robes and loungewear.

Their annual Femmy Gala, a premier event in the intimate apparel industry, recognizes and celebrates the achievements of intimate apparel industry leaders worldwide. Honorees are chosen from all sectors of the business and have included Designers Donna Karan and Josie Natori, retailers Neiman Marcus and Victoria's Secret, manufacturers Carole Hochman Design Group and Maidenform, and industry notables Eileen West and Elle Macpherson.

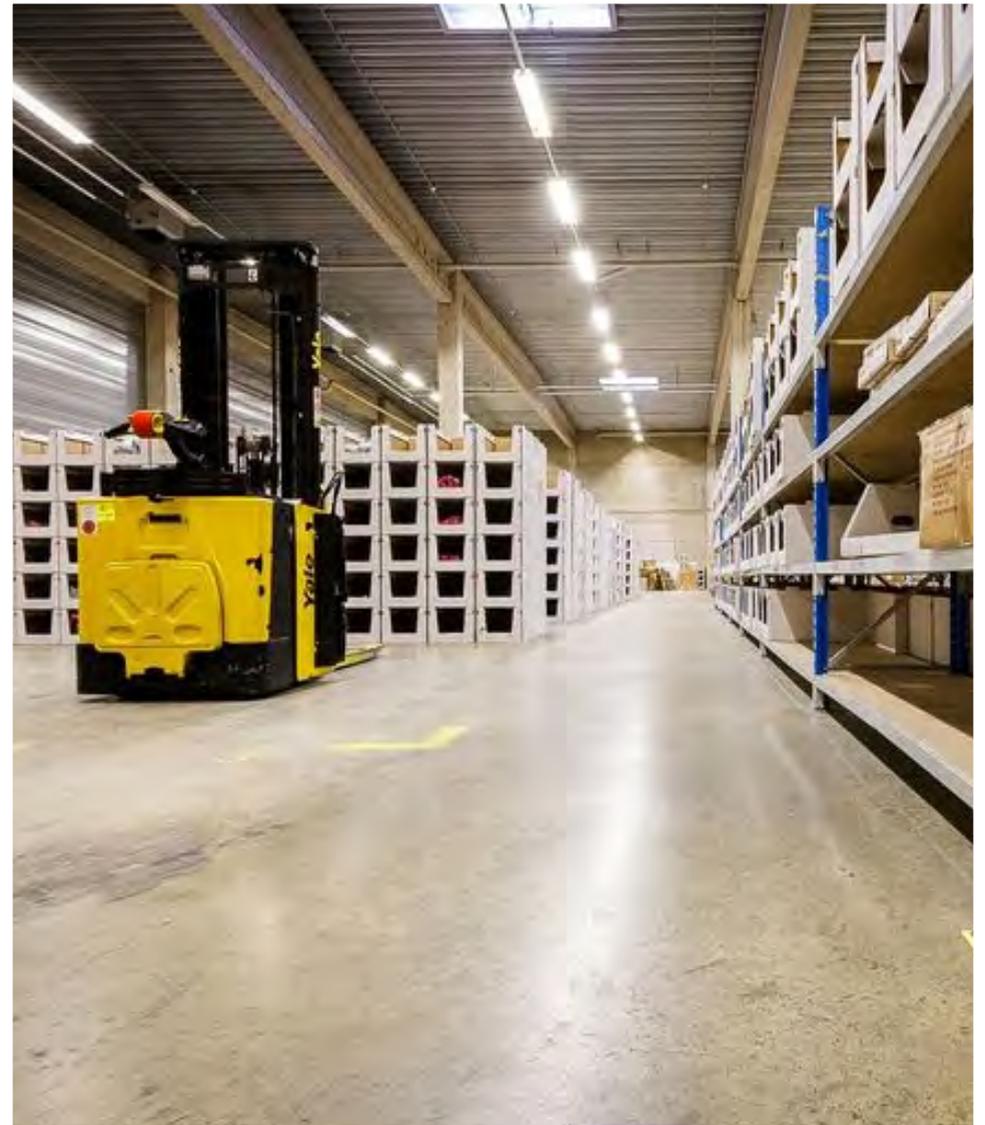




Logistics

F1-LOGISTICS (former Transfash AG) is our reliable logistics company. All processes such as import/export of goods, packing, freight, duties and transport insurance as well as customized product preparation are being conducted in their warehouse. On more than 3600 sq m 40 employees guarantee a smooth workflow of the shipping process. Additionally, F1-Generation employs a specialist for custom regulations who supports customers and suppliers with these kind of questions and problems. Thus, we ensure smooth and fast import and export processes.





The Team



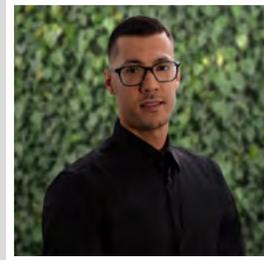
Stefan Ohrem
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stefan.ohrem@f1-logistics.com
Logistics Management - Import - Export



Oliver Götte
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oliver.goette@f1-logistics.com
Assistant Logistics Management



Holger Daners
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info@f1-logistics.com
Quality Management



Mohammed El Omari
Phone +49 221 270598-254
mohammed.elomari@f1-logistics.com
Return Shipments Department -
Sample Department



Ana Pasquali
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ana.pasquali@f1-logistics.com
B2C Management



Sales Team

Our sales team is on the move with passion and commitment Europe-wide. Our sales employees are the first contact for questions about all our brands and collections and are available for you at any time. Besides our sales team, free sales agents work for us to guarantee an efficient customer support in our distribution area.

Sales Team



Andreas Hüttenhölcher
Phone Europe +49 172 2457627
Phone Australia & New Zealand +49 170 3880115
ah@f1-generation.com
Europe, Australia & New Zealand



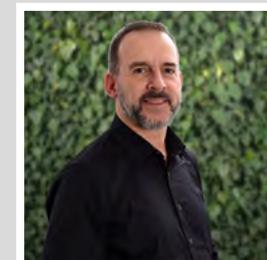
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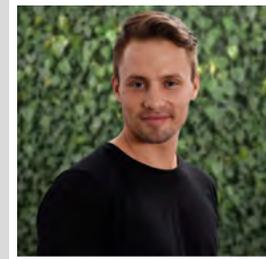
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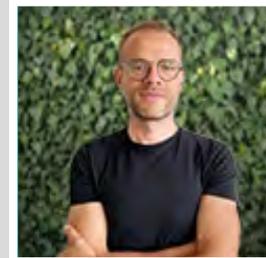
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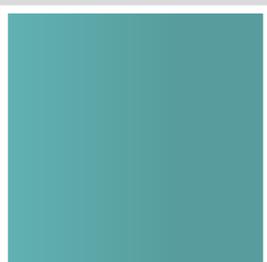
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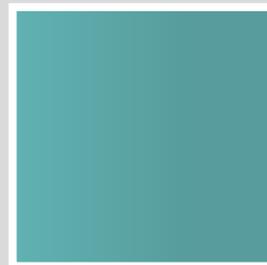
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Barbara Peters
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Belgium

Everything you can wear on your skin!

Contact

F1-Generation GmbH
Palmstraße 36
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Germany

Managing Director: Andreas Hüttenholscher
Commercial Register: Cologne HRB 55966

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