



# F1-GENERATION

*Everything you can wear on your skin!*

*Company Presentation*



Company Presentation

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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 20 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.

SPANX®



STELLA McCARTNEY  
SWIMWEAR





bravado!  
DESIGNS



+ PANTONE™



## Brand Portfolio

Lingerie, Shapewear, Swimwear, Lounge- & Sleepwear,

Socks, Legwear & Accessoires

SPANX®

MICHAEL  
MICHAEL KORS

STELLA MCCARTNEY  
LINGERIE



kate spade  
NEW YORK

Maaji

SEAFOLLY  
AUSTRALIA

JETS  
AUSTRALIA

BOSS  
HUGO

seidensticker

le chat  
designs by sus

[[Wolford]]

ERNESTINE

RALPH LAUREN

ERNESTINE

BOSS  
HOME

ERNESTINE

LACOSTE 

ERNESTINE

KIENZO

## Brand Portfolio

Lingerie, Shapewear, Swimwear, Lounge- & Sleepwear,

Socks, Legwear & Accessoires

GANT



Nora  
Rose

Fable & Eve  
LONDON



PANTONE™

## Brands

*Lingerie, Shapewear, Swimwear, Lounge- & Sleepwear,*

*Socks, Legwear & Accessoires*

# SPANX®

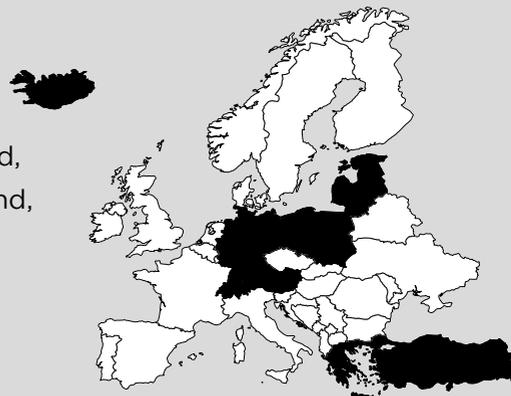


## *Shapewear for Women*

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,  
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

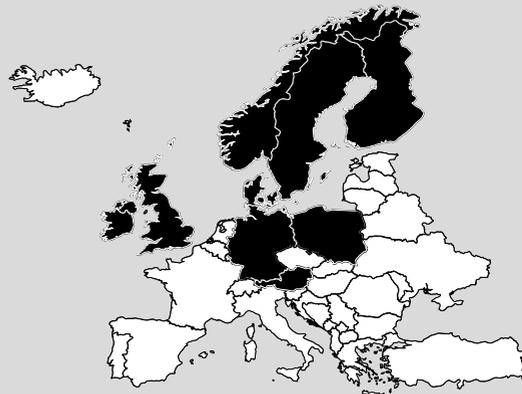


## *Lingerie and Swimwear for Women*

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



bravado!  
DESIGNS

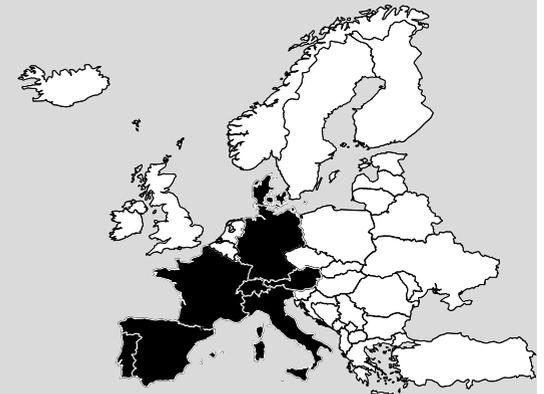


## *Maternity Lingerie*

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.

### Distribution:

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



# SEAFOLLY

A U S T R A L I A



## *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



# kate spade

N E W Y O R K



## *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.



### *Distribution:*

Europe



# BOSS HUGO



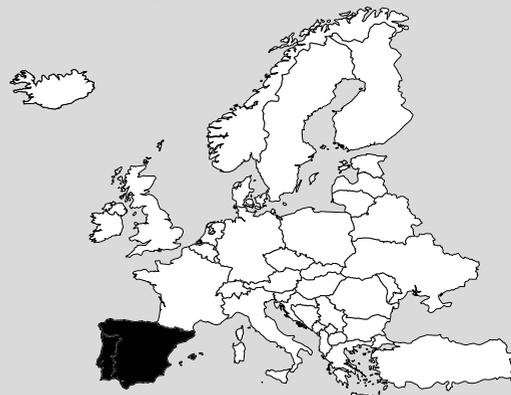
*Underwear, Loungewear, Sleepwear, Swimwear  
& Socks for Men*

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.

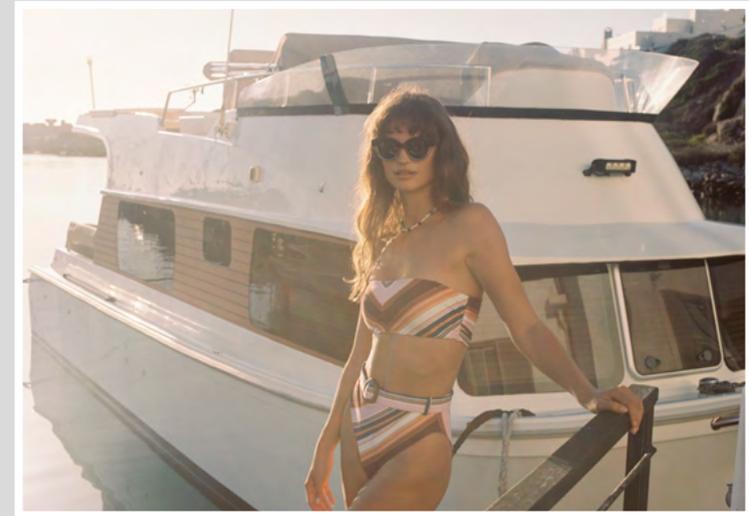


*Distribution:*

Spain, Portugal & Andorra  
(except El Corte Inglés)



# Maaji



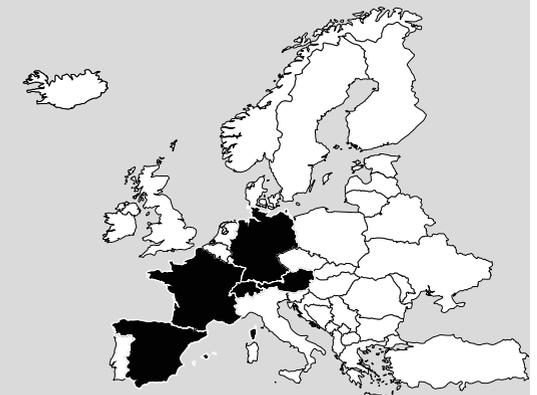
*Swimwear for Women*

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, Austria,  
Switzerland, Spain,  
Andorra & France





cyberjammies

Nora  
Rose

Fable & Eve  
LONDON



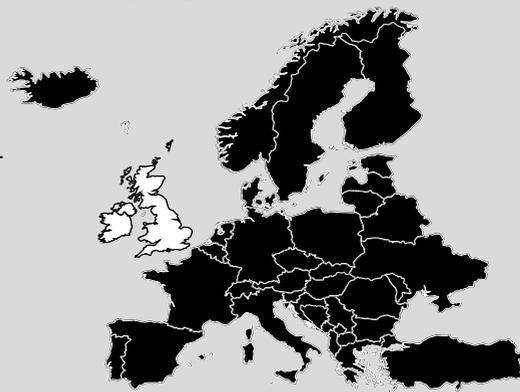
### *Sleepwear for Women*

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.



### *Distribution:*

Europe (except United Kingdom & Ireland)



le chat  
depuis 1946



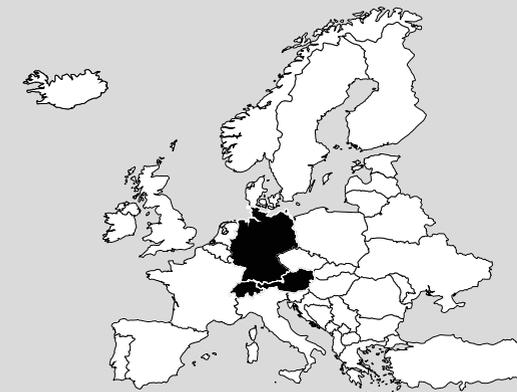
### *Sleepwear for Women*

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



# GANT

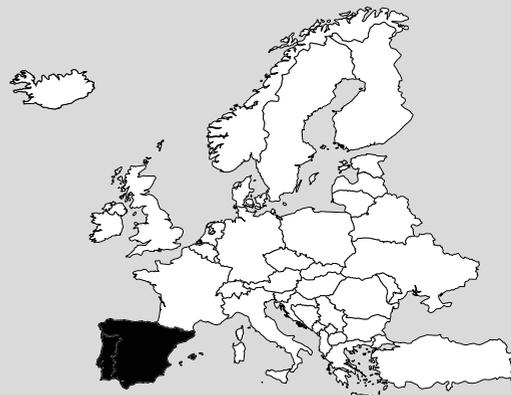


## *Swimwear for Men*

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



# [[Wolford]]

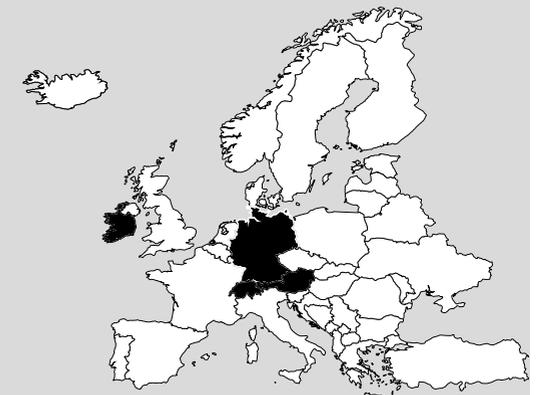


## *Skinwear*

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, Switzerland & Ireland



# ERNESTINE

KIENZO

RALPH LAUREN

LACOSTE 

BOSS  
HOME



# ERNESTINE

*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



# PANTONE™



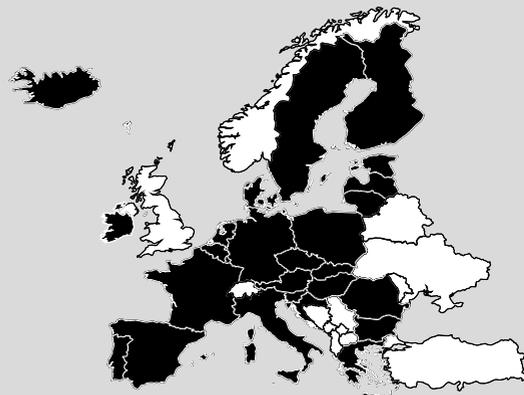
## *Socks for Women and Men*

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.



*Distribution:*

European Union



## *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.



*Distribution:*

Global



  
seidensticker

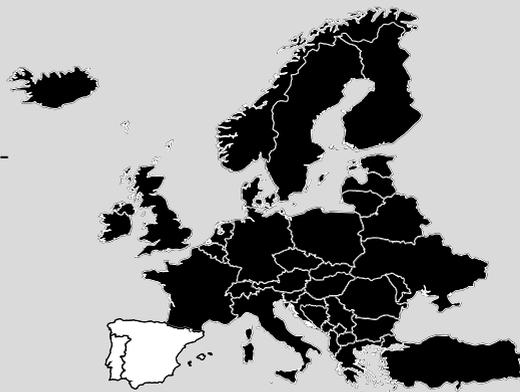


*Daywear & Sleepwear for Men and Women*

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.

 *Distribution:*

Europe (except Spain, Portugal & Andorra)



JETS  
AUSTRALIA

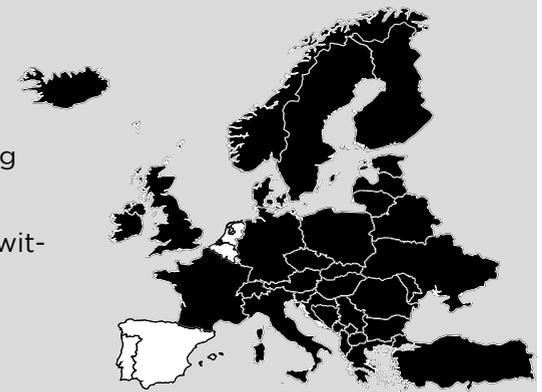


*Swimwear for Women*

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, Portugal, Andorra, Switzerland & United Kingdom)



## 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**<sup>®</sup>  
DEPARTMENT STORE  
VIENNA

**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*



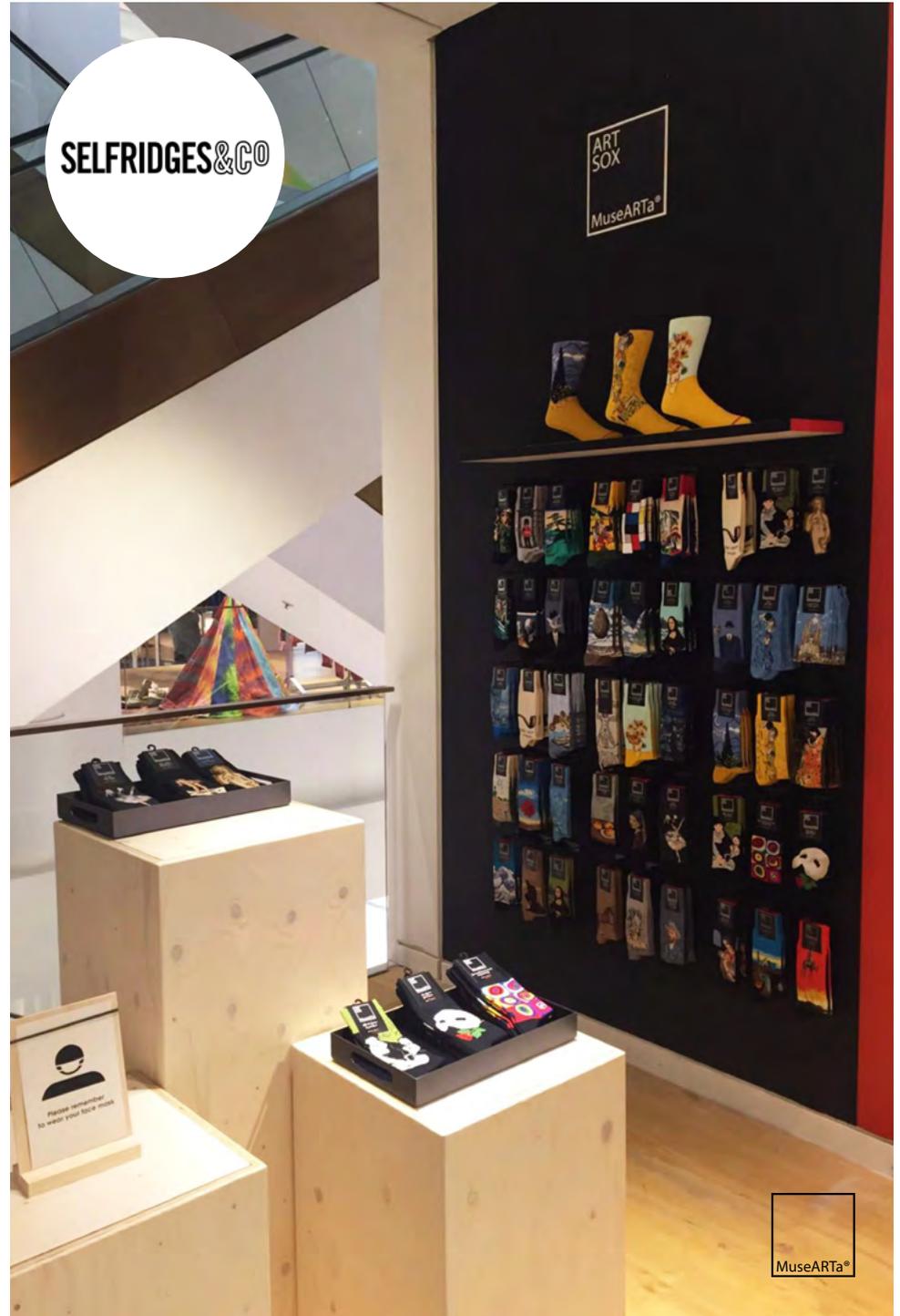
SPANX  
@PALMERS





*MuseARTa Display*

**SELFRIDGES&CO**





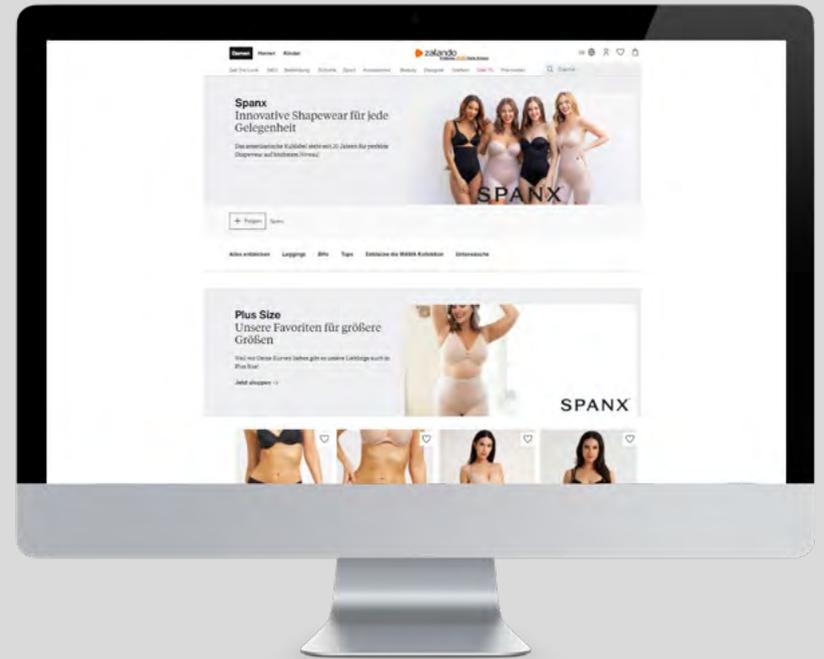


**MICHAEL**  
MICHAEL KORS



VINCE CAMUTO





## 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

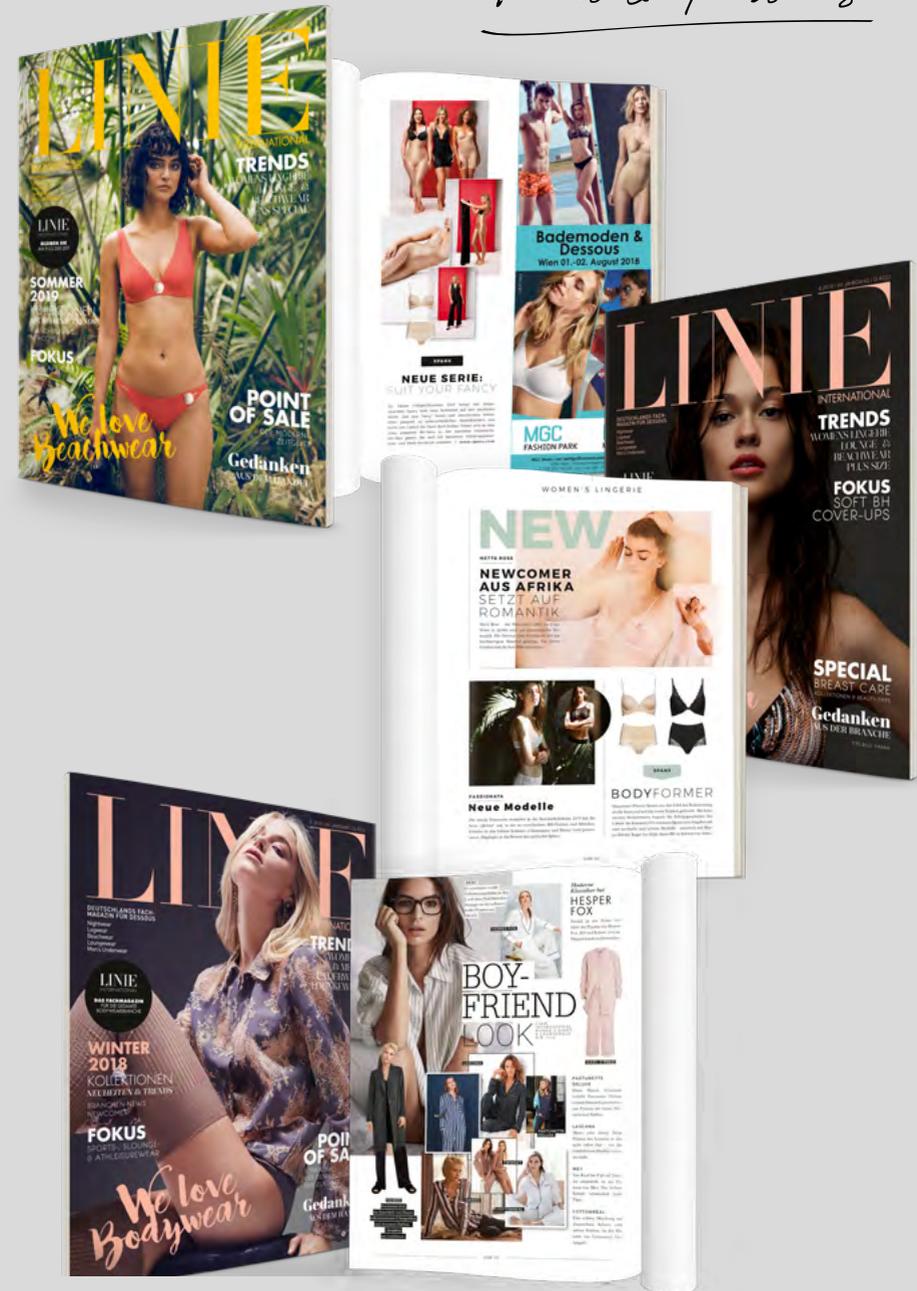
The PR department of F1-Generation can always rely upon an extensive network and excellent personal relationships with editors from trade and consumer press magazines all over Europe. Journalists, editors, bloggers and stylists are constantly being updated on the newest brands, lines and trends of F1-Generation.

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 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.



## 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 F1-Retail**

F1-Retail GmbH  
Palmstr. 36  
50672 Cologne  
Germany

### **Subsidiary Spain**

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

### **Subsidiary Italy**

F1-Generation Italia Srl  
Sommerpromenade 4  
39012 Meran  
Italy

### **Subsidiary Poland**

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

### **Subsidiary United Kingdom**

F1-Generation (UK) Ltd  
101 New Cavendish Street  
W1W 6XH London  
United Kingdom

### **Subsidiary Portugal**

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

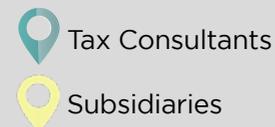
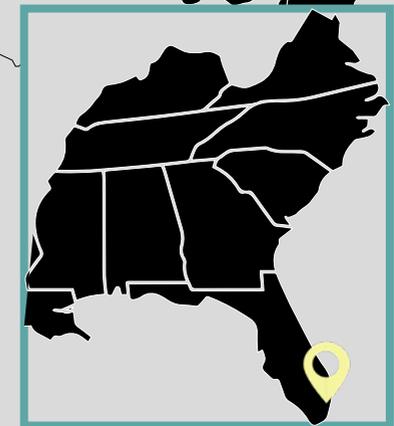
### **Subsidiary France**

F1-Generation France SAS  
45 Bd Des Americains  
44300 Nantes  
France

### **Subsidiary USA**

ART SOX Ltd.  
777 Brickell Avenue, Suite 630  
33131 Miami, Florida  
US

## Tax Representation





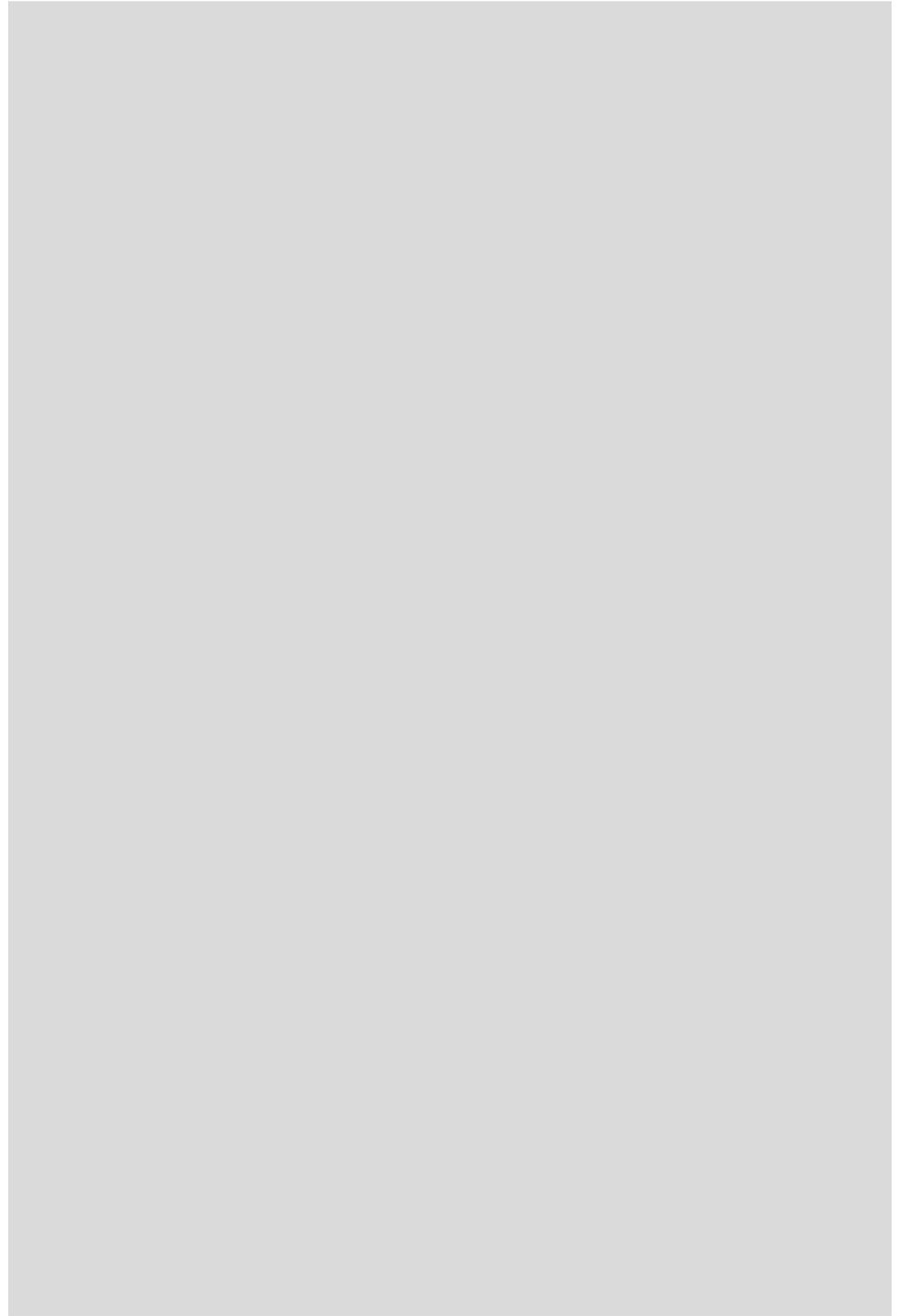
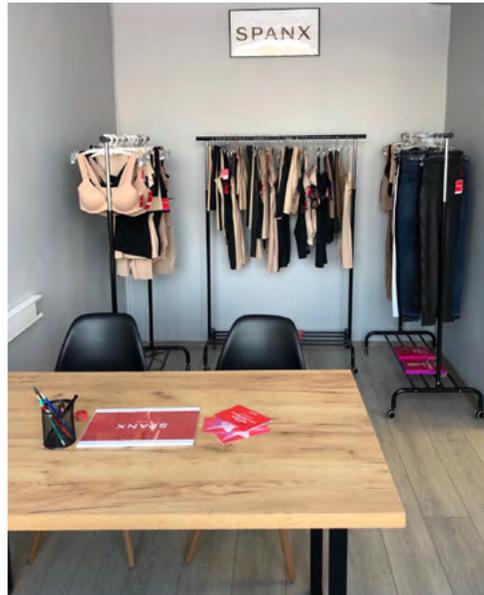
*f1-Generation Polska Sp. z o.o.*







*Showroom Moscow  
Temporarily Closed*



## Social Commitment

F1-Generation supports the following organisations by donations:

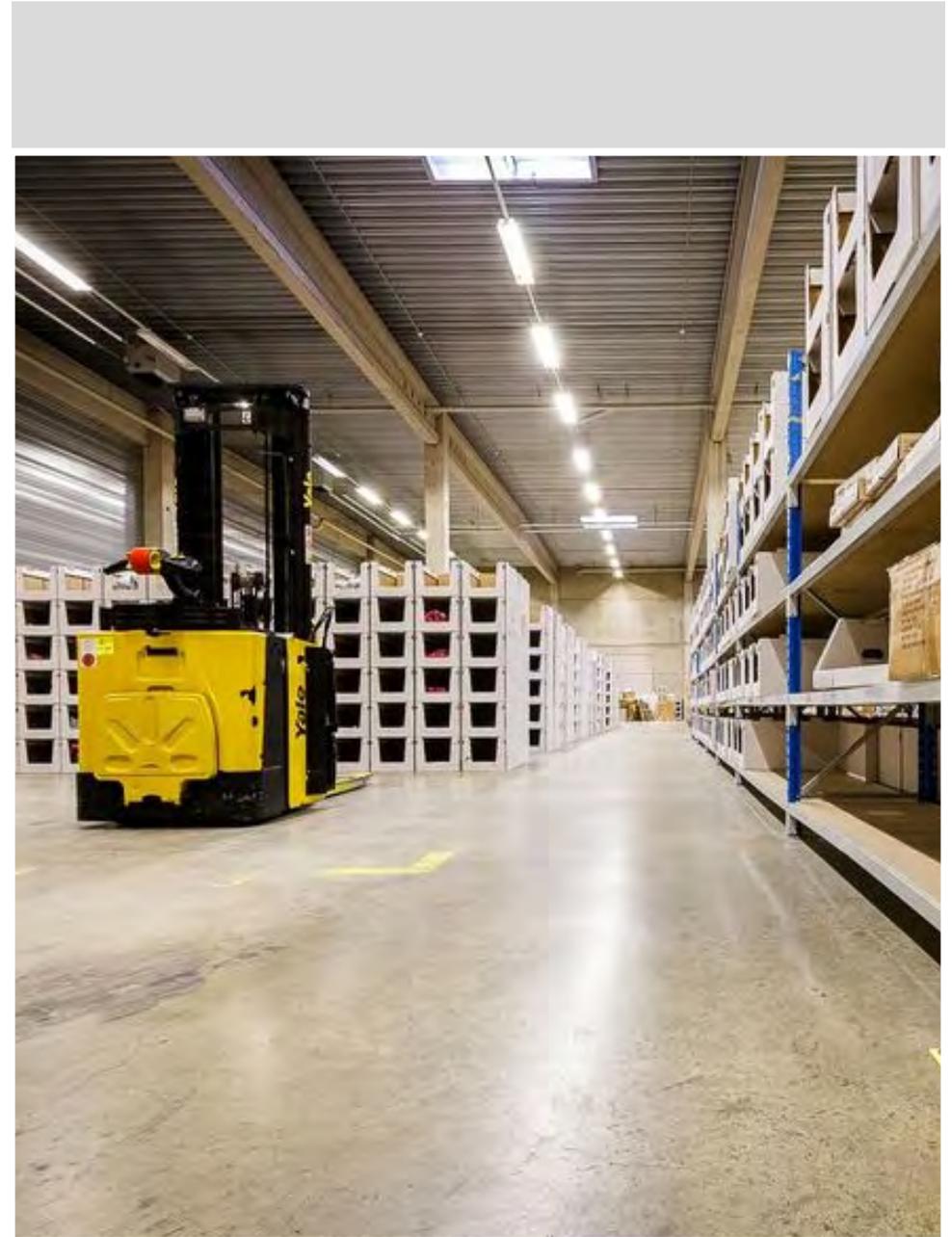
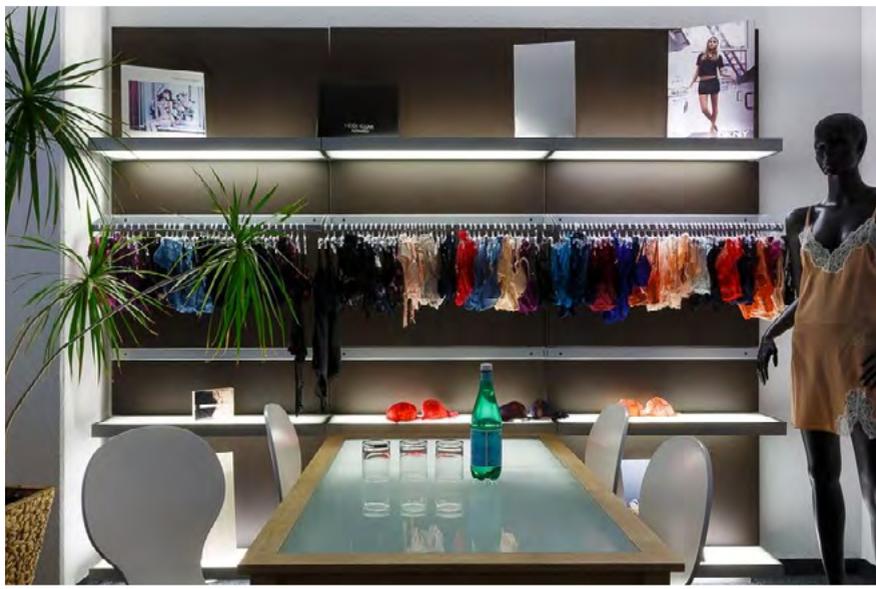




## F1-Logistics



**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.



*Everything you can wear on your skin!*

## Contact

F1-Generation GmbH  
Palmstraße 36  
50672 Cologne  
Germany

Managing Director: Andreas Hüttenhölscher  
Commercial Register: Cologne HRB 55966

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Fax +49 221 270598-10  
E-Mail [info@f1-generation.com](mailto:info@f1-generation.com)

[www.f1-generation.com](http://www.f1-generation.com)

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