

Peak Performance®

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Peak Performance was established in 1986. The Brand concept is directed at active and sporty people, who demand extremely functional products in a unique design and an uncompromising quality. The Brand is positioned in the high-price segment.

InWear

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InWear was established in 1969. The Brand concept is directed at the fashion-conscious woman, who has a confident and relaxed approach to life, and who is attracted to the cosmopolitan lifestyle. The Brand is positioned as "modern" in the upper part of the mid-price segment.

Jackpot

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Jackpot was established in 1974. The Brand concept is directed at the natural, creative and social woman, who treasures her family and friends. The Brand is positioned as "updated classic" in the mid-price segment.



Tiger of Sweden

Tiger of Sweden was established in 1903. The Brand concept is directed at progressive and fashion-conscious people. The Collection is formal, yet with an urban and relaxed attitude and with solid tailor details. The Brand is positioned as "High Fashion" in the lower part of the high-price segment.

COTTONFIELD

EVERYDAY  CLOTHING
REG. TRADEMARK

Cottonfield

Cottonfield was established in 1986. The Brand concept is directed at men and women, who are attracted to an active lifestyle and who demand clothes, which makes them feel comfortable, relaxed and sporty. The Brand is positioned as “updated casual” in the mid-price segment.

Matinique

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Matinique was established in 1973. The Brand concept is directed at the fashion-conscious city man, who desires clothes, which create a bridge between formal and casual wear. The Brand is positioned as “modern” in the upper part of the mid-price segment.

PART TWO

Part Two

Part Two was established in 1986. The Brand concept is directed at real personalities – not supermodels, but women who demand a unique fashion expression with contrasts, where the raw and masculine meets the feminine and sensual. The Brand is positioned as “modern” in the mid price segment.

SAINT TROPEZ

clothing

Saint Tropez

Saint Tropez was established in 1986. The Brand concept is “fast to market” and is directed at women, who desire a high fashion content at a reasonable price. The Brand is positioned as “modern” in the lower part of the mid-price segment.

BY MALENE BIRGER

By Malene Birger

By Malene Birger was established in 2003. The Brand concept is directed at women, with a taste for uniqueness and exclusiveness. The Brand also markets an haute couture line "The Salon". The Brand is positioned as "modern" in the high-price segment.

SOAKED IN LUXURY

Soaked in Luxury

Soaked in Luxury was established in 2002. The Brand concept is directed at the feminine woman, who desires clothes with a touch of overwhelming luxury at a reasonable price. The Brand is positioned as a "High Street" brand in the lower part of the mid-price segment.

DESIGNERS REMIX COLLECTION BY CHARLOTTE ESKILDSEN

Designers Remix Collection

Designers Remix Collection was established in 2002. The Brand is design driven and is directed at the female fashion chameleons, who desire constant change and clothes with personality. The Brand is positioned as "advanced" in the high-price segment.