





in*dex*

VISION & MISSION

FASHION BROKER sro IN NUMBERS

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## VISION

Be a leading partner specialized in the valuation of unsold stocks from previous or current seasons.

## MISSION

By blending our expertise and intimate knowledge of luxury and sport, we offer service excellence to all our partners and a unique experience to all our customers.

## ASSETS

SPORTING GOODS

FASHION DESIGNERS

JEWELLERY

SHOES

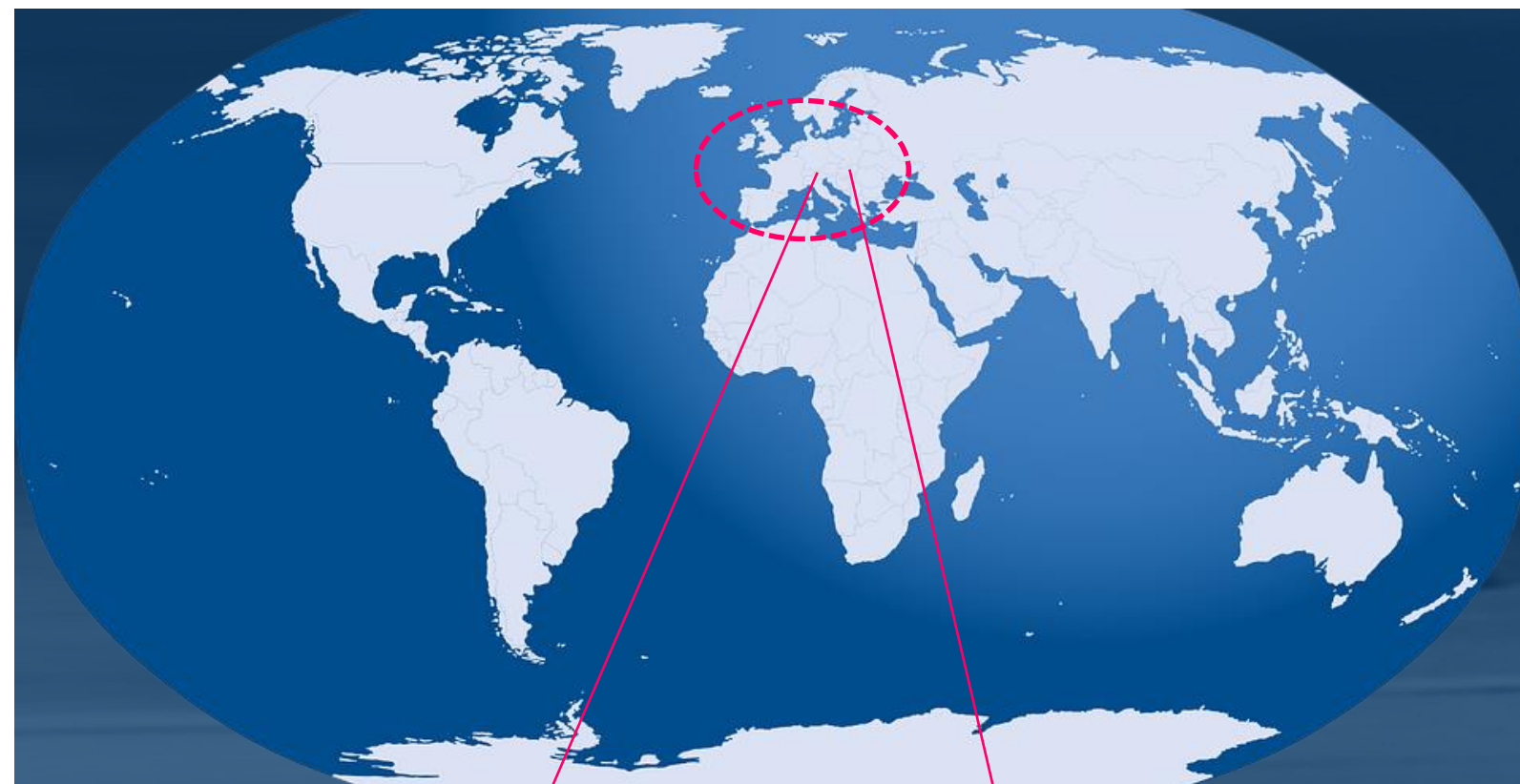
HANDBAGS & SLG

ACCESSORIES





# FASHION BROKER sro *in* NUMBERS



MILAN/ITALY -  
SUBSIDIARY

PRAHA/CZECH REP. -  
HEADQUARTER



BUSINESS ORGANIZED  
AND MANAGED  
THROUGH TWO  
EUROPEAN SUBSIDIARIES



We serve  
**5**  
continents

Regional  
coverage of  
**2**  
countries

Over  
**200**  
trusted  
partners and  
brands

Team of over  
**10**

Over  
**5**  
nationalities

Over  
**25**  
companies,  
affiliates  
and joint  
ventures

## About FASHION BROKER sro

Founded in 1999, FASHION BROKER sro is a company specialized in the valuation of unsold stocks from previous or current seasons.

Fashion Broker sro has celebrated 20 years of existence in 2019.

We sell those off-price stocks through our own partners/stores-network but also through trusted wholesalers we have been working with since a long time.

“ We are inspired by challenges and are continuously in search of opportunities to grow our business and inspire others to realise their goals. ”

The company develops distinct but complementary businesses:

- ✓ Retail, thanks to a collaboration with partners/stores above all in Italy, France, Belgium, Spain, Germany, UK.....
- ✓ Wholesale around the world including Africa, China, Australia, Eastern Europe and the United States.
- ✓ Online Private Sales with major pureplayers websites.



## Our VALUES

Values are what bind us as a Group. They are the inherent beliefs that have guided us since our inception and continue to serve as the cornerstone of our business practices and principles.

The Group cultivates the core values of **Respect**, **Excellence** and **Entrepreneurial Spirit** which are reflected in every aspect of our business and with each of our stakeholders – clients, suppliers, partners, customers and employees.

### RESPECT

"We are all equal and We ask you to respect these principles. This morale is the cornerstone of the Fashion Broker sro philosophy."

### EXCELLENCE

"Always serve as an example to someone."

### ENTREPRENEURIAL SPIRIT

"Be demanding with yourself and constantly seek to expand your skills and develop your performance."

## Our EXPERTISE

The **Fashion Broker sro** is a leading player in the world of beauty, fashion, sport and gifts. Over the years, it has acquired intimate knowledge of these fields, deep understanding of its consumers, and unparalleled expertise in distribution channels and retail networks.

### 1. DNA FOCUSED ON LUXURY and SPORT

Luxury is at the core of the Group's essence since its inception, anchored in elegance, excellence and guest experience. The Group is dedicated to the three main sectors of personal luxury: beauty, fashion and gifts. Supported by the trends now evident in society, we have introduced the sporting goods. An industry that can be expected to grow in overall terms.



### BEAUTY

The Group is a leading distributor and retailer of perfumes & cosmetics. It continues to strengthen its extensive brand portfolio with renowned names such as Chanel, Coty, EL, Dior and Puig.



### FASHION

With a focus on developing and promoting exclusive networks for its prestige brands, the Group ensures the ultimate exposure of its fashion brands through:

- Development of relationship with the top boutiques for fashion houses
- Joint Ventures with high-end houses
- Creation of its own concept stores



### SPORT

Gift The sporting goods industry is highly competitive and includes many global, regional and national companies. Fashion Broker sro has no competitors that challenge it across all the sport product categories. It is able to compete against a number of companies in most of the sport product categories.

### 2. MARKET, RETAIL & CONSUMER KNOWLEDGE

**Market knowledge:** the Group has acquired intimate knowledge of the markets in which it operates. Rigorous analysis of competitive landscape, sector performance and industry trends enables the Group to closely monitor market dynamics feeding into tailor-made strategies.

**Retail expertise:** extensive experience and business know-how in the regions's unique distribution and retail environment has contributed to the Group's expertise in diverse retail networks: from independent, selective to department stores and e-atelier.

**Consumer insights:** quantitative and qualitative consumer research has allowed the Group to build deep understanding of the ever evolving consumers of the different regions, from nationals, tourists to expatriates. Insights and perspectives into consumer behaviour and attitudes provide the Group with the essential tools for growth in the regions.

### 3. BRAND BUILDING IN THE AUSTRALIAN MARKET

Over the past two decades, the Group succeeded in building brands in the regions, from developing not yet established brands to market leaders, or further strengthening the positioning of well-known brands in strategic markets.

Acting as a bridge between the East and the West, the Group builds brands with an entrepreneurial spirit and added value from its intimate knowledge of the different markets, its specificities and the consumers' attitudes and behaviours.

Aware of market requirements, the Group ensures maximum visibility and presence of its brands through tailor-made marketing online and offline, visual merchandising, buying and forecasting in both retail and distribution.





# Our FIGURES

## Groups

Sport	40%
Stock Fashion	37%
Current Fashion	20%
Pre Orders	3%

## Divisions

Rtw	20%
Shoes	35%
Hb&Slg	40%
Accessories	5%

## Categories

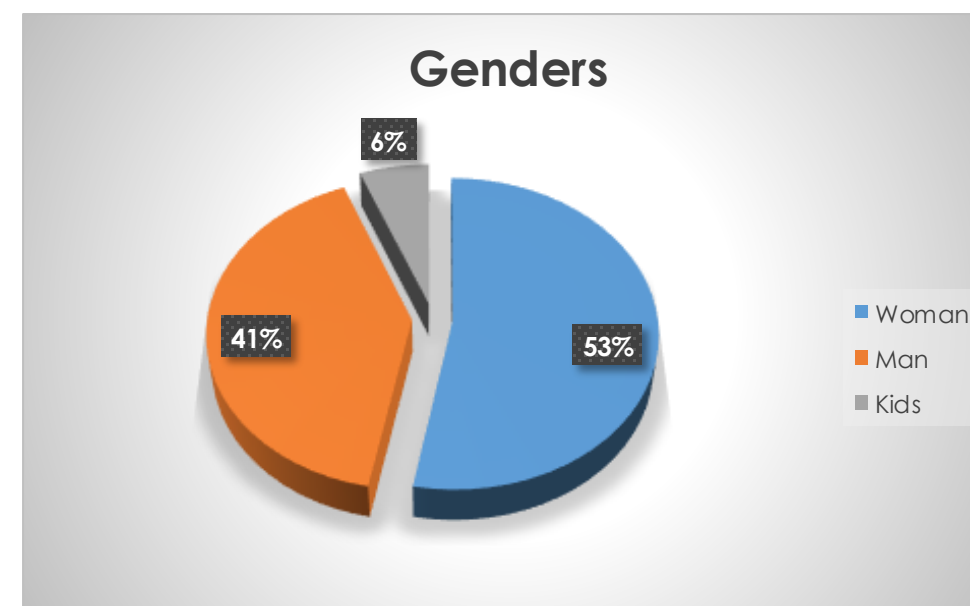
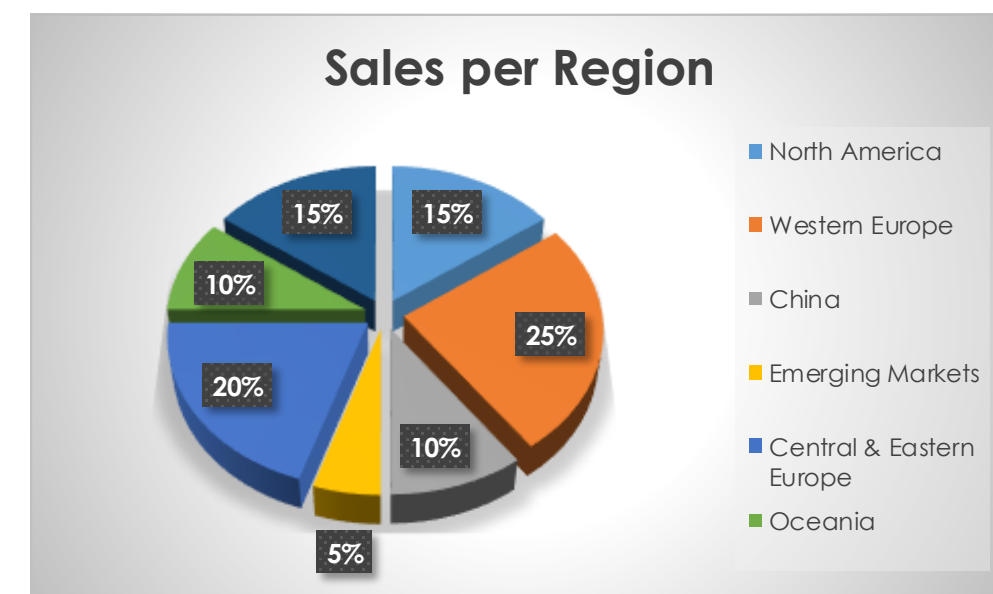
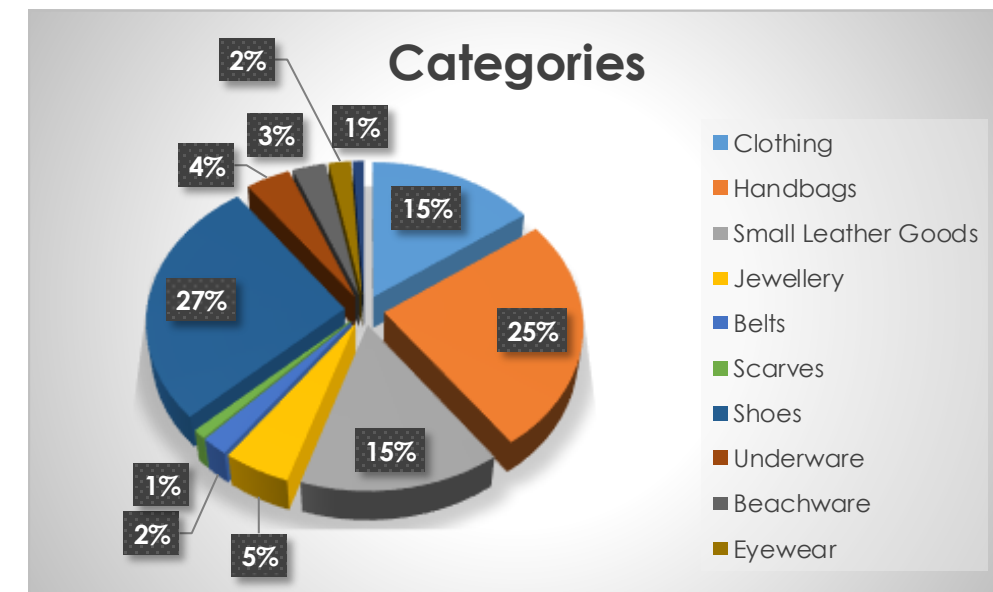
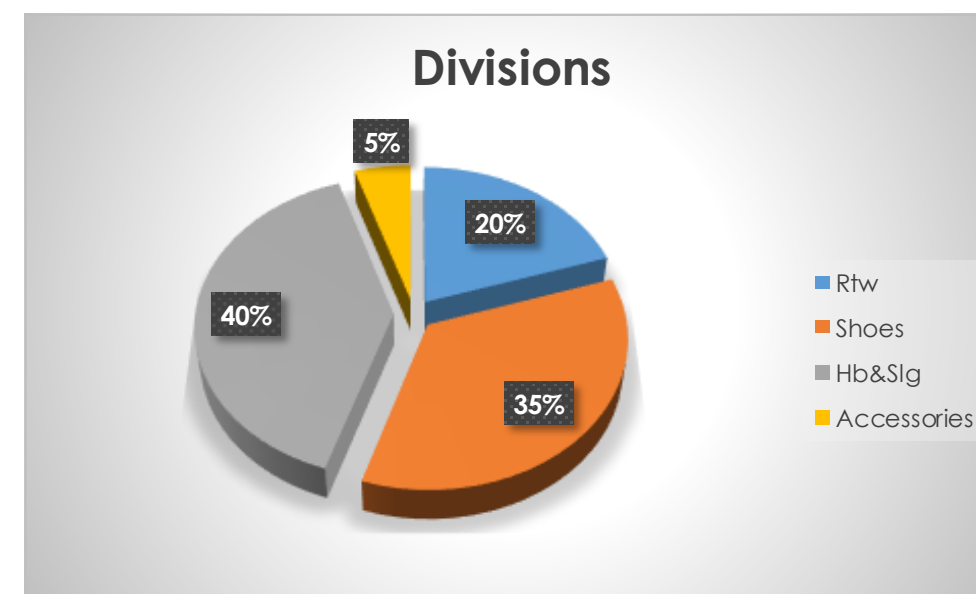
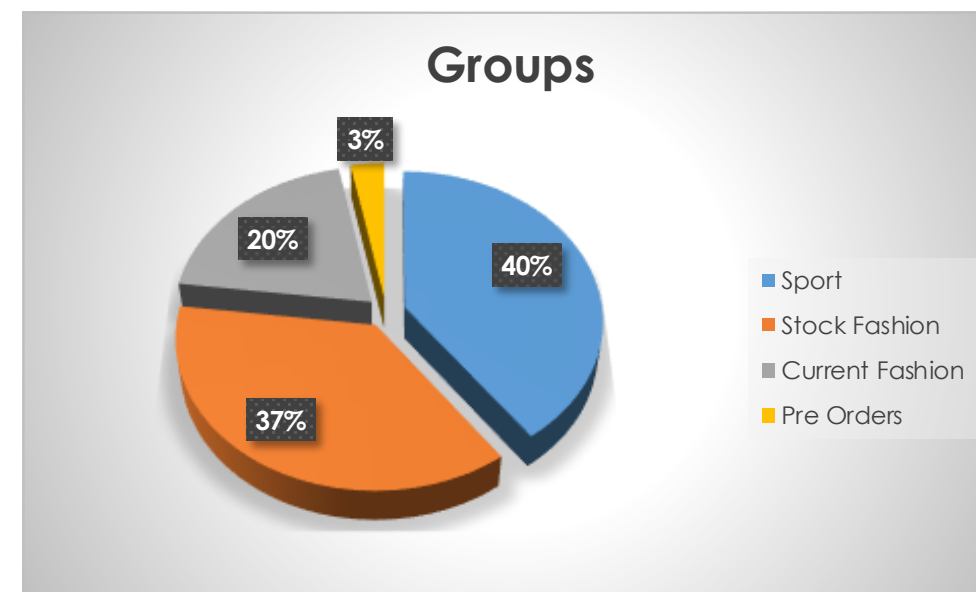
Clothing	15%
Handbags	25%
Small Leather Goods	15%
Jewellery	5%
Belts	2%
Scarves	1%
Shoes	27%
Underware	4%
Beachware	3%
Eyewear	2%
Watches	1%

## Genders

Woman	53%
Man	41%
Kids	6%

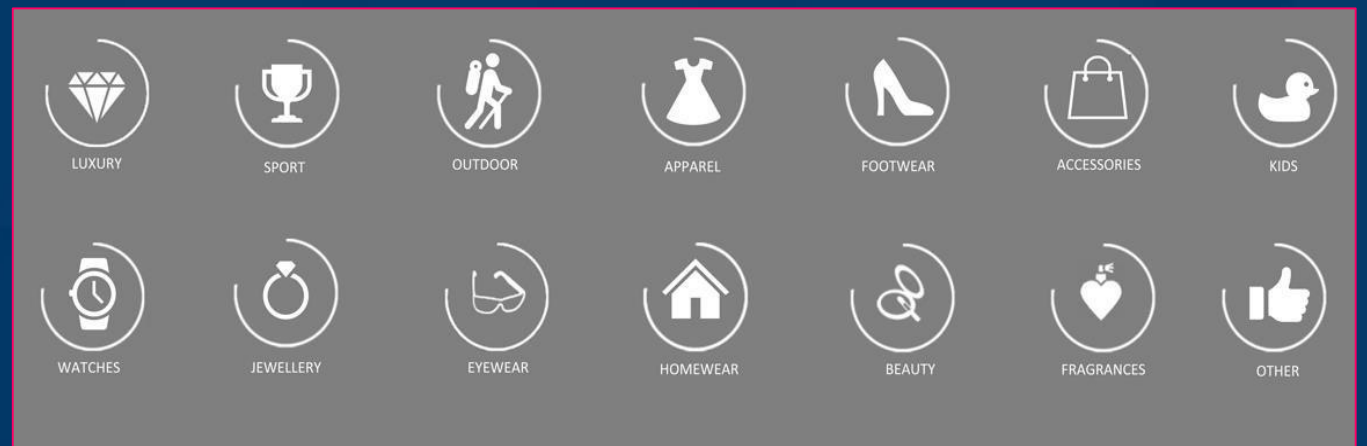
## Sales per Regions

North America	15%
Western Europe	25%
China	10%
Emerging Markets	5%
Central & Eastern Europe	20%
Oceania	10%
Middle East	15%



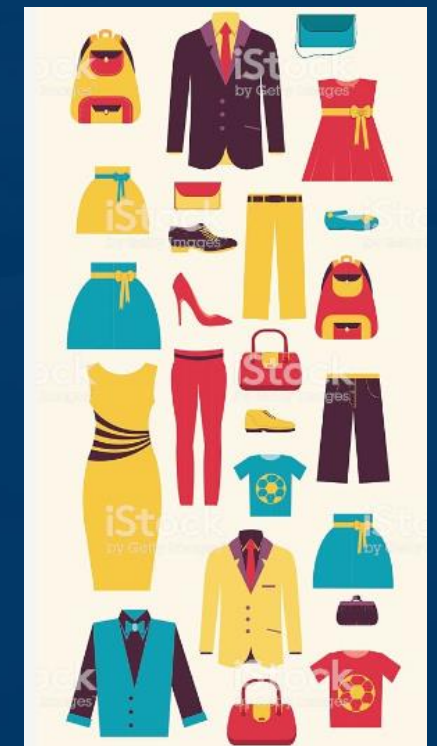
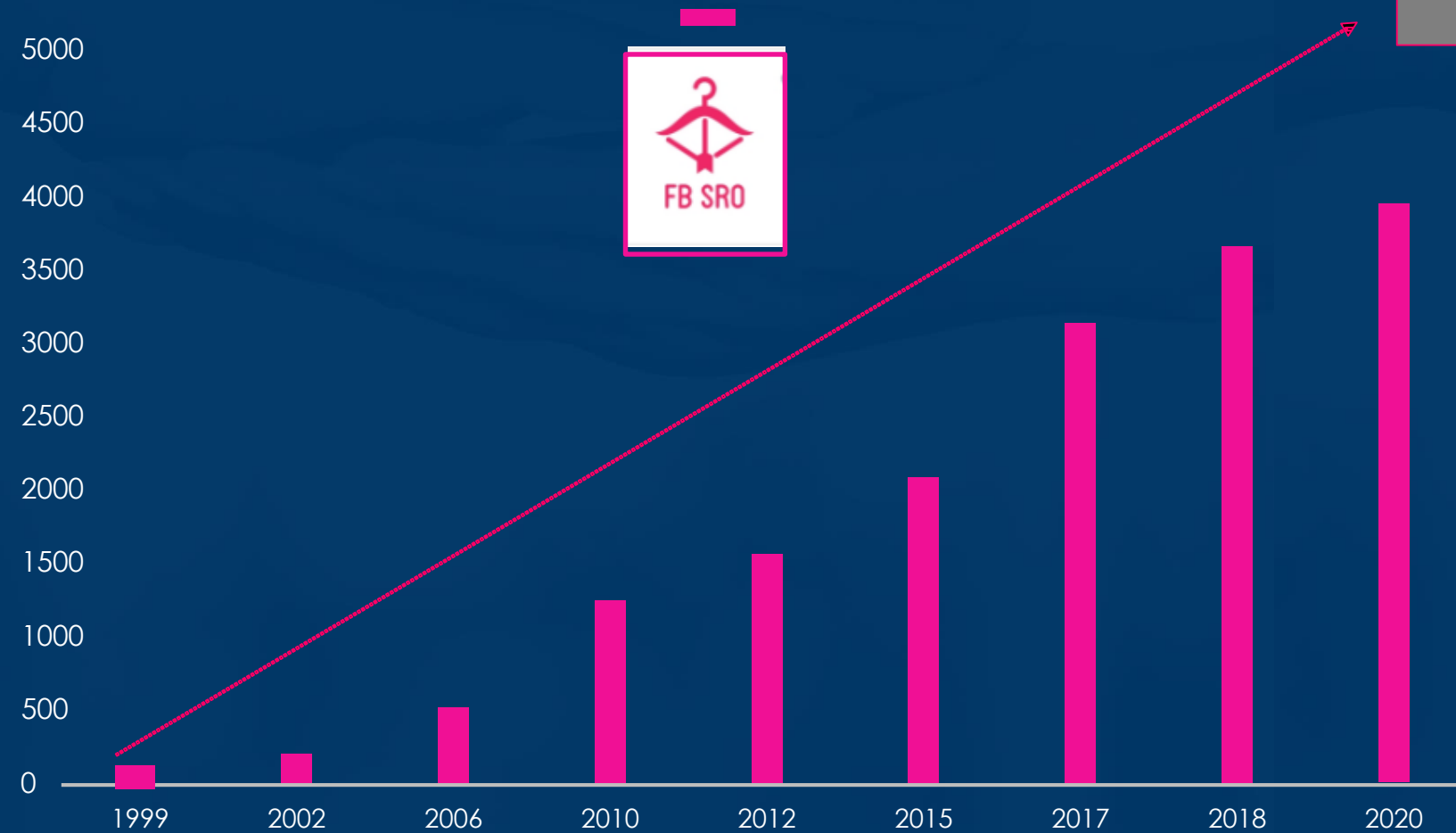


# Our ACTIVITIES



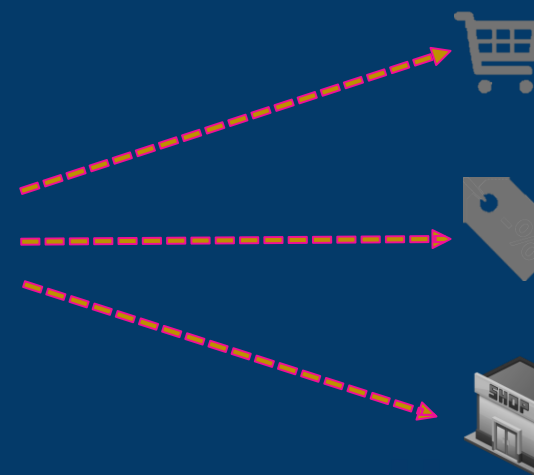
Turnover in K €

## TURNOVER EVOLUTION



SALE

Selected customers



E-commerce & flashsales websites

Chain of outlets and shops

Retail partner stores







# Our PARTNER BRANDS

## FASHION



LONG-TERMS  
PARTNERSHIP IN  
DIRECT CONTACT WITH  
QUALITATIVE  
BRANDS...

## BEAUTY



## SPORT



.... AS WELL AS VARIOUS  
COMPLEMENTARY BRANDS WITH  
TEMPORARY COLLABORATIONS.





## How WE WORK

### HOW WE WORK

WE STUDY WITH YOU YOUR  
**SPECIFIC NEEDS, REQUEST,**  
WISHES.



WE WILL INFORM YOU ABOUT  
OUR **NEW OFFERS** THAT  
MEETS YOUR NEEDS.

WE SEND TO YOU A FILE THAT  
CONTAINS DETAILED  
INFORMATION **FOR EACH**  
**ARTICLE**, INCLUDING THE  
AVAILABILITY OF SIZES AND A  
PICTURE OF EACH MODEL.



FOR EACH TRANSACTION, AN  
**OFFICIAL INVOICE** IS ISSUED.  
IF YOU DO NOT KNOW HOW TO  
MAKE THE PAYMENT FROM YOUR  
COUNTRY, WE WILL HELP YOU  
TO RESOLVE THIS ISSUE.

WE WILL HELP YOU TO CHOOSE  
THE **MOST PROFITABLE, FAST**  
**AND SAFE WAY** TO DELIVER  
GOODS TO YOUR COUNTRY.



*delivery*

WE GUARANTEE TO OUR CUSTOMERS A  
COMFORTABLE PROCESS OF  
PURCHASING OFF-PRICE CLOTHES,  
SHOES, ACCESSORIES AND SPORT ITEMS  
IN A RANGE OF MORE THAN 100  
BRANDS

WE MAKE A COMMITMENT WITH OUR  
CLIENTS FROM THE FIRST CONTACT  
UNTIL THE DELIVERY OF MERCHANDISE





## *How* WE WORK





## *Our* ADVANTAGES



We work directly with **Top Italian brands** from mass market to Premium brands.



We guarantee our customers a comfortable process of purchasing Price-Off clothes, shoes and accessories with very attractive discounts.



of our proposals are from collections not older than one year.



Goods come directly from brands' factories so they are all labelled and in original packaging.



Clients can see some of our proposals in our showroom.

# WE ARE IN FAVOUR OF *Sustainability*



EXCESS INVENTORY IS PRODUCT THAT HAS NOT YET BEEN SOLD AND THAT EXCEEDS THE PROJECTED CONSUMER DEMAND FOR THAT PRODUCT.



**Fashion Broker sro**

**A Company that takes care of**

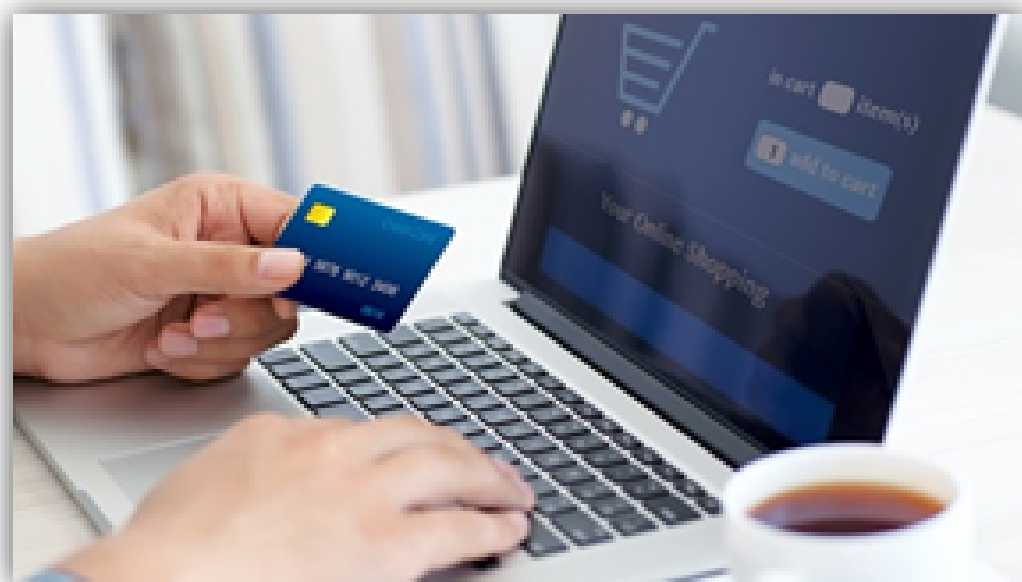
**MOTHER EARTH!!!**





# Our SPECIAL PROJECT – Fashion Sun Brands: A BtoB MARKETPLACE

## OFFERS DIGITALIZATION

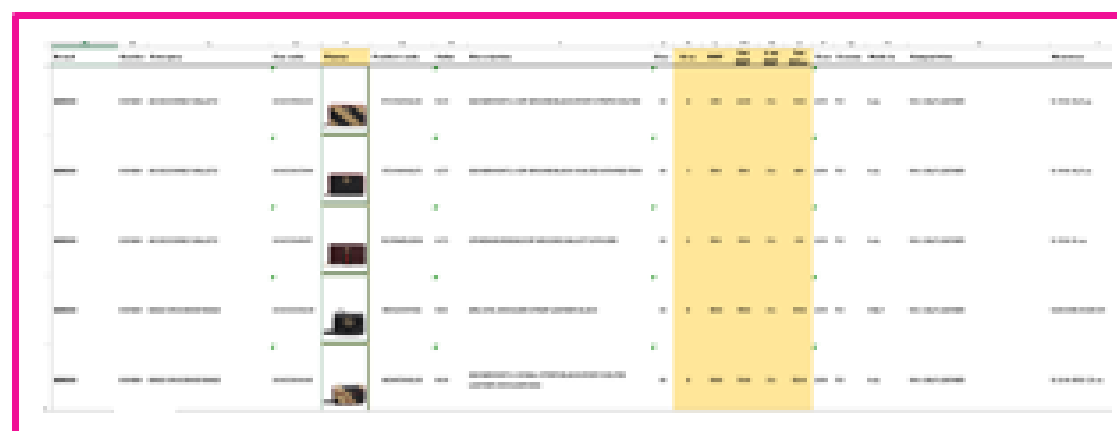


In the second half of 2019, the B2B platform has been launched which allows now customers to directly access to the online catalog of available offers and products. Therefore, purchasing and sales are simplified, processes are systematized, information is centralized, and time management is optimized.

A simplified portal with filters to select the desired offer



Personalized access on a **locked, secure and confidential** platform for our selected customers



A single click allows you to download the formatted offer with all the necessary information as well as a complete analysis



**Fashion Sun Brands**  
BtoB Marketplace



# Our SPECIAL PROJECT – Fashion Sun Brands: A BtoB MARKETPLACE

HOME SPORT PREMIUM BRANDS LUXURY COSMETICS SPECIAL OFFERS LAST CALL OFFERS

STOCK [Home > Products > LUXURY > STOCK](#)

WOOCOMMERCE PRODUCTS FILTER

Product categories

88

Default sorting

VIEW: 12 / 24 / ALL

Alexander McQUEEN

ALEXANDER McQUEEN, LUXURY, SHOES, STOCK, WOMAN

BRAND: ALEXANDER McQUEEN  
OFFER NUMBER: 179  
DATE: January-20

Read more

AJ | ARMANI JEANS

ARMANI JEANS, HS & SLG, LUXURY, STOCK, WOMAN

BRAND: ARMANI JEANS  
OFFER NUMBER: 176  
DATE: January-20

Read more

ARMANI

ARMANI, LUXURY, MIX, STOCK, UNISEX

BRAND: ARMANI  
OFFER NUMBER: 220  
DATE: January-20

Read more

ARMANI

ARMANI, LUXURY, MIX, STOCK, UNISEX

BRAND: ARMANI  
OFFER NUMBER: 8  
DATE: October-19

BOTTEGA VENETA

BOTTEGA VENETA, LUXURY, MIX, STOCK, UNISEX

BRAND: BOTTEGA VENETA  
OFFER NUMBER: 229  
DATE: January-20

BURBERRY

BURBERRY, LUXURY, MIX, STOCK, UNISEX

BRAND: BURBERRY  
OFFER NUMBER: 233  
DATE: January-20

FROM FEBRUARY 2020 THE PROJECT HAS BECOME REALITY!

WE ARE WAITING FOR YOU ALL ON THE WEB!

[WWW.FASHIONSUNBRANDS.COM](http://WWW.FASHIONSUNBRANDS.COM)





## *Our* ADDED VALUES

The Group's added value relies on the strength of its teams and their drive for excellence. In the past two decades, the Group has created a strong presence in the different markets, created powerful collaborations, while offering unparalleled services and unique knowledge and expertise in the different regions.

### OUR HUMAN RESOURCES

Professionalism and passion are what fuel the Group's competitive edge in today's market. True to its commitment to Respect, Excellence and Entrepreneurial spirit, the Group recruits and develops highly qualified professionals, with a passion for brands and a thirst for excellence and initiative. The Group's nationalities are united by these strong values.

### OUR REGIONAL REACH

The Group's local teams are experts in their own market, bringing strong local advice and ensuring excellence in execution. The regional management allows partner brands to have one point of contact to reach out to all the markets.

### OUR STRONG PARTNERSHIPS

Trust is embedded in the region's deep-rooted societal values. Integral to trust is relationship building which the Group embodies through its long-term partnerships with brands, retailers and malls. This allows the Group to have a leading position in strategic negotiations, market entry and business opportunities.

### OUR RESEARCH & DEVELOPMENT

The Group offers in-house research & development services as well as operationally relevant data ahead of competition, through:

- Market knowledge: competitive analysis, market modelling, industry and sector monitoring, macro-economic outlook
- Consumer insights: product and campaign testing, brand equity index, usage & attitudes, drivers and motivations, prospective research
- Knowledge sharing platform: unique internal online platform supporting the Group's teams with in-depth reports on markets & consumers, best practice brand activities and inspiring communication trends adapted to our market specificities.

### OUR “PLUG & PLAY” SERVICES

One of the Group's competitive advantages relies on its ability to enable smooth and efficient operations for our partner throughout the regions, allowing them to focus on their core business. This is achieved by continuously sharing pertinent intelligence, developing our highly qualified resources and ensuring best-in-class and competitive in-house back-office services.

- Logistics
- Administration
- Safety & security
- Human Resources
- Accounting
- Legal
- IT



## *Our* SPECIAL CUSTOMERS



Retail chain stores

Outlet chain stores

Department Stores



Flash Sales websites



E-commerce websites

TV Home Shopping Networks

Wide variety of other Sales Channels



'For our Group, social responsibility is a reality, which involves the commitment of each and everyone of the members of the Group.'



## HEAD OFFICE CONTACTS

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