

Press Release

GERRY WEBER in international demand

Expansion with specialist retail partners in Russia, Eastern Europe, Middle East and South America

(Halle/Westphalia, 26 July 2017) **GERRY WEBER International AG**, one of the largest ladieswear manufacturers in Germany, is expanding into international markets. While the year 2016 was primarily marked by the modernisation and optimisation of existing GERRY WEBER stores, some 40 HOUSES OF GERRY WEBER and approx. 30 shop-in-shops will be opened with international specialist retailers on a franchise basis this season and next.

Ralf Weber, CEO of the GERRY WEBER Group, comments: “Besides the good fit and quality, our customers primarily appreciate the modern, international appeal of the collections. GERRY WEBER is perceived as a very strong brand outside Germany, where it enjoys a high positioning in prime locations. Our collections can be found next to such renowned names as Max Mara, Tommy Hilfiger and Armani Jeans.”

In Russia alone, as many as 20 new HOUSES OF GERRY WEBER were opened by franchisees, e.g. in the country’s most famous shopping malls such as “Aviapark” and “Metropolis” in Moscow, the “More Mall” in Sotschi, “Kristall” in Tyumen or “Passage” in Yekaterinburg. New stores will also be opened in Kiev, Kharkov and Dniepr in Ukraine as well as in Minsk in Belarus and in Baku in Azerbaijan.

But the strong interest in GERRY WEBER is not confined to Russia and Eastern Europe. New stores are also being opened in the Middle East and South America. In Dubai, the modern collections are presented in the Festival City Mall. In Chile, the third GERRY WEBER store will shortly be opened in the Mall Plaza Los Dominicos.

The ladieswear specialist is a much sought-after partner because of its stability and reliability. Positive feedback has been received for the modernisation and the brand positioning, especially for the choice of supermodel Eva Herzigova as the new face of GERRY WEBER. Most importantly, however, the focus on international and innovative collections has been rated positively, as GERRY WEBER not only offers ready-to-wear fashion for the German-speaking market but takes different cultures and climates into account already during the development of the collections.

GERRY WEBER

INTERNATIONAL AG

About the GERRY WEBER Group

GERRY WEBER International AG, headquartered in Halle/Westphalia, operates on a global scale and unites five strong fashion brands under one roof: GERRY WEBER, TAIFUN, SAMOON by GERRY WEBER, talkabout and HALLHUBER. Since its beginning in 1973 GERRY WEBER International AG, which is listed in the S-DAX, has become one of the best-known German fashion and lifestyle companies with approximately 1,260 company-managed stores and sales spaces (incl. 376 from HALLHUBER), more than 2,450 shop-in-shops and 270 franchised stores worldwide as well as brand online-shops in nine countries. With some 6,900 employees worldwide (including about 2,000 from HALLHUBER) and distribution channels in roughly 60 countries, the GERRY WEBER Group is one of the largest listed fashion companies in Germany. In the financial year 2015/16 (1 November 2015 to 31 October 2016) the GERRY WEBER Group generated sales revenues of EUR 900.8 million (date: April 2017).

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