



# Dezigual®

**la vida es chula!**

**English  
Company profile**

July 2012



**Amsterdam, Barcelona,  
Berlin, Dubai, Lisboa,  
London, Madrid, Miami,  
Milan, Moscow, New  
York, Paris, Rome, San  
Francisco, Saudi Arabia,  
Shanghai, Singapore,  
Tokio, Vienna...**







I love NYC



I love Barcelona



I love Madrid



I love London

**NYC**  
**Desigual Broadway Store**  
© 2012

**I was  
there!**

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**MADRID**  
**Desigual Callao Store**  
© 2012

**I was  
there!**

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**BARCELONA**  
**Desigual Arcs Store**  
© 2012

**I was  
there!**

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**LONDON**  
**Desigual Regent Store**  
© 2012

**I was  
there!**

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La

Vida

es

Chula

# Atypical since 1984

**We dress people,  
not bodies**

At a tender age of 20, the Swiss Thomas Meyer imagined a future in which people could dress differently, with affordable clothing that would generate positive emotions. And so Desigual was born in 1984.

Ever since then, the project breathes positivism, commitment, tolerance, continuous improvement, innovation and fun. Because as our first slogan goes: Desigual is not the same.









1985



1995







2000



2005



2009

**85 nationalities**

**3,800 crew**

**We respect differences. We listen to others' opinions. We share our good mood. We're enthusiastic. We create with an open mind. We love what we do.**

**We explore new territories constantly and at the same time, we aspire to sustained, sustainable and profitable growth.**







New design centre  
A 1.500 m<sup>2</sup> idea laboratory  
in the very heart  
of Barcelona





Desigual

All Together





# Desigual, a global company

**7,000 multi-brand stores**

**275 Desigual stores**

**1,800 corners and shops-in-shops**

**18 countries with E-Commerce**



*Desigual flagship store in Barcelona*





*Desigual flagship store in Berlin*



**Our multi-channel distribution system enables us to work as a global company.**

**Internationalisation and innovation are our two main paths of growth.**

We reach out to people in more than 80 countries. We have Desigual stores in Barcelona, Madrid, Paris, London, New York, Amsterdam, Berlin, Lisbon, Bahrain, Dubai, Saudi Arabia, Singapore, Athens, Kuwait, Moscow, Cairo...

We're in the most sought-after shop windows in Japan, the UK, Hong Kong, South Korea, Australia, Germany, France, Italy, Scandinavia...

They love us at El Corte Inglés, Coin, Galerías Lafayette, Isetan, Takashimaya, Kaufhof, Macy's, The Bay, Palacio del Hierro and Tangs... the most prestigious department stores in the world.











Have a great time, feel good, play,  
have fun and dare to try...

# A world of experiences

Each store must be a positive experience for our customers, a dose of happiness for the soul. We work with light to create spaces full of imagination where garments are lit to create alternative worlds that makes shopping an authentic pleasure.







*Desigual flagship store in Madrid*



*“National Marketing Award 2012 from the Spanish Marketing Association”*

The National Marketing Awards, created and organised by the “Asociación de Marketing de España” (Spanish Marketing Association), are a public recognition of the businesses, institutions and professionals who stand out for developing innovative marketing strategies that achieve tangible results. In the fourth edition of the awards, Desigual won in the “Brand” category and collected the award with an original, fresh and fun staging that made a salute to one of Desigual's most widely recognised marketing campaigns across the world, the “KISS TOUR”.



*“Barcelona is Fashion Awards 2011”*

At the fifth Chamber of Commerce of Barcelona awards, we were awarded the prize for the best company in international size and expansion.



*“Sportswear International Fashion Awards 2010”*

Desigual won the Award in the Retail category. The ICIL Foundation conferred us its award for Excellence in Logistics 2009, and in 2010, the Spanish Logistics Centre acknowledged our development and innovation in logistics with their Company, University and Director awards. We were awarded the second prize award in the Company category for our successful automation project at the Gavá logistics plant.



*“Rookie of the year Award 2012 in Japan (Senken Shimbun)”*

The prestigious Japanese newspaper SENKEN SHIMBUN, with a circulation of more than 200,000 copies daily, awarded the Desigual KIDS line in the latest edition of the competition held in May 2012. Desigual won the “Rookie of the Year Award” category. A jury of more than 50 Japanese stores specialising in children's fashion gave the award to the Desigual Kids collection for its freshness, liveliness and strength.



*“2011 Ernst & Young Entrepreneur of the year Award”*

At the 16th Awards event organised by Ernst & Young in partnership with IESE and BNP Paribas, Thomas Meyer and Manel Adell, Founder-Chairman and CEO of Desigual, represented Spain in the sixteenth Ernst & Young ‘World Entrepreneur Of The Year 2012’ (WEOY) award, which took place in June 2012 in Monte Carlo (Monaco).



*“XI Prix Pyrénées of the french chamber of commerce and industry of Barcelona 2010”*

The French Chamber of Commerce awarded us with the XI Prix Pyrénées for our commitment to the French market, following the opening of our Flagship Store of over 1,700 m2 in the Place de la Opéra in Paris.







# Clothing with feeling

We create  
clothes, shoes,  
accessories  
and living  
with feeling.  
All Desigual.  
All unique ;-)









# Man

Inspiring, comfortable collection designed to spread the Desigual spirit. Adapts to a multitude of styles: a brazen invitation for pleasure and a commitment to quality.





# Woman

Clothing that oozes happiness, optimism and energy from every seam. The touch of its fabrics is a promise of warmth and wellbeing. A collection conceived as a revolution for the senses in all its details.





# Dezigual® *inspired by* CIRQUE DU SOLEIL™

The Cirque du Soleil shows inspire us to depict elements of their creativity in our garments: characters from rich, colourful universes, original costumes, and the enormous variety of emotions sparked by its shows. Vive la différence!





# Dezigual<sup>®</sup>



Emerging from their mutual admiration and respect for their respective creative universes, the design team of Dezigual and Monsieur Lacroix have decided to work together to create some very special garments.







# Accesories

In perfect harmony with our Desigual clothing, they share creativity, colours and our message. Designed to cover any occasion: underwear, bags, belts, hats, scarves... and a small trolley suitcase for a happy journey.



# Shoes

From sandals to ballerina pumps, bows or straps, heels or flats... We've designed our footwear collection for a feminine woman with a very special, elegant and universal touch. Suede, leather, patent leather and wood... Leave your footprint with Desigual!







# Kids

Part of the same radically happy criteria as the rest of the collection, but upping the colour and graphical elements even more. The result is comfortable, hard-wearing clothing.





# Baby

**Born to be free:** A set of fun products for babies from 3 to 24 months. Unusual colours and bold print combinations for small designs that are big on style.



# Living

**'Desigualize' your house, 'desigualize' your life. Duvet covers, cushions, bath robes, towels, tablecloths, oven gloves and much more are all part of the Desigual Living universe, the brand's new life-changing line for the bolder customer.**





1kg of  
FUN



*Magical*











**We're extremely capable,  
we're extremely quick**

# **Excellence in logistics**

**We're capable of delivering up to 120,000 garments in a day and storing up to 3,000,000 in our new automated warehouse that can process 5,000 orders simultaneously.**

**We can deliver our products within 24 hours. Everything we need to be always close to ensure that customers receive their orders as quickly as possible.**

**We have extended our logistics network with two new distribution centres in USA (New Jersey) and Asia (Hong Kong) to provide even better service to the North American and Asian markets.**

**We are building a new distribution centre in Barcelona (Viladecans), which in its first phase will enable us to increase our logistics capacity to 55 million garments.**

**The ICIL Foundation presented with its 2009 award for Excellence in Logistics.**

**In 2010, the Spanish Logistics Centre (CEL) recognised our progress and innovation in logistics with its CEL Company, CEL University and CEL Manager awards. We were awarded second prize in the CEL Company category for the successful implementation of our automation project at our Gavà logistics plant.**









# We grow and improve

In the last 10 years the company has recorded sustained annual growth of over 50% and currently employs over 3,700 people representing 85 different nationalities.

In 2011, Desigual sold over 18,000,000 garments and closed the year with a world presence of 275 of its own stores, 7,000 multi-brand stores and 1,800 corners in department stores in over 71 countries with a turnover of over 566 million euros.

2008

162M ▶



2009

300M ▶



FIGURES IN MILLION €



*Always up!*

2011  
**566M▶**

2010  
**440M▶**







# Atypical marketing







*Sale campaign:  
"Come in your underwear, get a free outfit"*



# We love creating feelings!

HAPPY

We communicate with kisses, with music, with film. More than anything else, our customers are our partners.

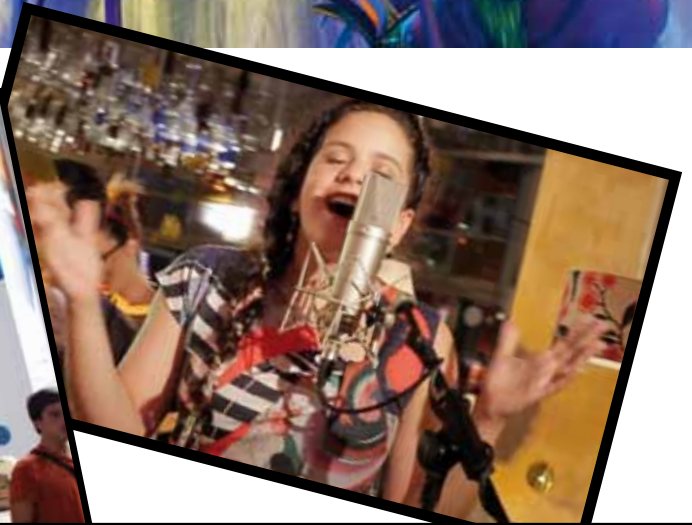
We love that they participate in the evolution of our brand, bringing them fun, organising parties, giving them surprises.

We want them to be excited and tell the whole world!



*Deaigual store in New York*





Guerrilla marketing in Madrid







# Our secret:

# FUN & Profit



## Sustained, sustainable and profitable growth

Desigual was built on the idea that fun and business are not only compatible and complementary, but also necessary.

Our team is built from working together each day, learning together and sharing the excitement. Work and fun have to be fused, that's how we see it.

*In Madrid,  
7000 people kissed*





*Paint party  
at one of our  
first stores*









Thomas Meyer in 1984 with the first Desigual garment (jean jacket)



# History

**1983** Thomas Meyer, a twenty-year-old Swiss, imagined a future in which people could dress in a fun, inspiring and affordable way. His first project was a jacket made from cuttings from used jeans.

**1984** The jacket was a complete success and we sought a brand that would identify us. From one of Isabel Coixet's ideas, we chose "Desigual" and accompanied it with a slogan that defined us: "it's not the same"..

**1985** In September that year, we presented our first collection, rich in prints and colours, the precursor to the happy vitality that has always characterised our work.

**1986** We opened our first store in Ibiza and launched the logo, designed by Peret, which has accompanied us on our journey ever since. We started to grow and expanded our team to 40 people.

**1987** Our sales underwent major growth, but we also made a number of wrong decisions that endangered our future.

**1988** We became financially strangled and had to suspend payments. That particularly difficult situation gave us an opportunity to rethink Desigual and channel its future.

**1989** and **1990** We crossed the desert looking for water on the other side. Faced with the option of rebuilding the company or disappearing, we opted for the former and launched the "Styled for Relax" collection.

**1991** Our "Feel You Sexy" collection became a major sales hit. We presented the first prints designed by Thomas Meyer. We started our commercial and financial re-structuring.

**1992** Thomas Meyer and Manel Adell met for the first time. They crossed the Atlantic Ocean in a yacht with 11 other people. The foundations for firm friendship were laid that would lead to the incorporation of Manel in Desigual 10 years later.

**1993 – 1995** Desigual consolidated itself on the Spanish market and started to export to France and Portugal, causing us many headaches but also giving us the opportunity to learn. The idea of a network of brand stores was devised.

**1996** We opened our brand stores in Salou, Lloret de Mar and Platja d'Aro: three locations directly linked with tourism that represented the recovery of a network of brand stores.

**1997** Desigual returned to the Gaudí Barcelona catwalk and our design department expanded in line with the company size and the goals for the future.

**1998** We launched our first website: Desigual 1.0. We opened a brand store in El Triangle, a shopping gallery in the heart of Barcelona.

**1999 – 2001** During these years, we reflected on how our relationship with our customers had been consolidated. Our goal was to improve constantly, increase the quality of our products and optimise our processes.

**2002** Manel Adell joined Desigual, first as an advisor and then as partner and managing director. We opened the doors of our first outlet outside Barcelona, in Valladolid.

**2003** Together with Martí Guixé, we developed the Paint-Party strategy: we decorated our stores thanks to the creativity of our friends, team and customers. Meanwhile, Desigual continued to win fans all over the world.

**2004** The Spring/Summer season saw us present our first full collection for kids: the challenge to work in a sector as specific as children's clothes was set.

**2005** We announced the opening of 24 new stores and we started a new marketing action: Naked, enter naked and leave dressed. Naked was a bigger success than even the most optimistic could have imagined.

**2006** In October, we opened our store in Singapore, the first to be opened outside Spain. The rhythm of our growth was astounding and we managed to improve our business results across the board.

**2007** We presented our first "Joya" coat, a garment that brought coats back in fashion for thousands of women around the world, and which has become an emblem of our work. Desigual touched down in London with a store on Regent Street.

**2008** Desigual Es-Cool was implemented: train to grow. We launched the first "Berta" dress on the market, coinciding with above-expected figures of growth: 80%

**2009** Our American year: we opened a store in New York, a corner in Macy's and our clothing was now present in 500 multi-brand stores in the US.

We recovered the design of the original jacket that characterised Desigual in its first years and international sales exceeded sales in Spain for the first time ever.



**2010** We opened the world's biggest store in the centre of Madrid: covering more than 2,000 m<sup>2</sup> in a 7-storey building on Calle Preciados, on the corner with Plaza Callao, as well as two spectacular flagship stores in Paris (Place de la Ópera) and San Francisco (Powell Street). USA and Asia became key markets where we planted our flag and a reference point for future growth. We launched our online store that would be active for a vast part of the world in 2011, thus reaching new audiences.

The Desigual Kiss Tour handed out kisses in Paris, London and Berlin. In New York, our customers stripped off to participate in the "Enter half-naked, leave fully dressed" at our Broadway store. We decided to extend our product categories: we began preparing the launch of a bodywear line and shoes in pure Desigual style. We started to implement Social Responsibility practices to reflect on and prioritise our values.

**2011** We signed a worldwide collaboration agreement with Cirque du Soleil, an alliance that would join the worlds of art, performance and design with the launch of a magical collection.

The collaboration between Desigual and Monsieur Lacroix reached a higher level of maturity with its second collection.

In Asia, we strengthened our position with the opening of our seventh store on the continent.

Our new corporate headquarters in Port Vell, Barcelona is slowly taking shape. Next year, we'll move into buildings covering more than 28,000 m<sup>2</sup> specially built for the company.

**Life is great!!!**





*Re-edition of the first Desigual garment (jacket). 2010*



La

VIDA

es

CHULA





I love Amsterdam



I love Tokyo



I love Paris



I love Berlin



**AMSTERDAM**  
Desigual Kalverstraat  
© 2012

**I was  
there!**

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**TOKYO**  
Desigual Harajuku Showroom  
© 2012

**I was  
there!**

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**PARIS**  
Desigual Store Paris  
© 2012

**I was  
there!**

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**BERLIN**  
Desigual Store Berlin  
© 2012

**I was  
there!**

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NYC

TYO

**Amsterdam, Barcelona,  
Berlin, Dubai, Lisboa,  
London, Madrid, Miami,  
Milan, Moscow, New  
York, Paris, Rome, San  
Francisco, Saudi Arabia,  
Shanghai, Singapore,  
Tokio, Vienna...**

AMS

VEN

Desimal.



The background is a vibrant, abstract watercolor composition. It features a large, horizontal band of orange and red watercolor washes across the middle. Above this band, there are several distinct shapes: a pinkish-red, rounded form on the left; a light green circle with a darker green center at the top; and a cluster of small green and blue dots on the right. Below the orange band, there's a large, dark blue, irregular shape on the left, and a dark red, rounded form on the right. The bottom right corner is filled with overlapping circles of yellow, pink, and red. The overall style is artistic and expressive, typical of watercolor painting.

[desigual.com](http://desigual.com)

*desigual*