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CAMPIONE accelerated expansion of subsidiary

CAMPIONE grows with its Turkish subsidiary, and forced the store expansion in the Middle East. The existing two stores in Bodrum on the Turkish Riviera in May, the first mono-stores in Tehran / Iran and Cairo / Egypt were opened.

The CAMPIONE-Textile GmbH in Turkey was first active as a shopping and product development company. Over 10 years shares the Hamburg fashion company - with the brands LISA CAMPIONE and CLAUDIO CAMPIONE - a office with the Istanbul IMD Agency in Turkey. Product development, purchasing and production control are controlled from here. For 3 years the company developed alongside this focus on product- and sales activities for the local market and this very successfully.

More than 50 sales points are regularly supplied with the latest collections and present the current lifestyle of LISA CAMPIONE and CLAUDIO CAMPIONE in exclusive shops including Istanbul, Ankara, Izmir, Antalya, Izmir, Side and other cities along the Turkish Riviera. After it was made in 2010 (the first full fiscal year) a turnover of 1.1 million euros, in 2011 it rose to almost 1.5 million euros. For 2012, a further increase to over € 2.2 million is sought.

In addition to the national market in Turkey CAMPIONE developed through its subsidiary now also adjacent markets in the Middle East. „The geographical and cultural proximity make our society a strategic bridgehead from which we extend from the region, and outstanding control,“ explained Mrs. Binnur Can, the managing director in Turkey, the concept.

The recent success of the Turkey-distribution is the strategic alliance with the Egyptian Cougar Group. After a successful year test phase in several stores from Cougar Multilable CAMPIONE has a partner for Egypt to transfer the exclusive distribution rights and agreed to the construction of 10 single stores.

The first Store was opened in the exclusive Sun City Mall in Cairo a few days ago. On 120 square meters, there is a perfect CAMPIONE-staging of menswear and womenswear. „We are very proud and sales surpass all expectations during the opening phase. Our world is international and maritime style is sensational,“ says the company.

The next store opening is planned for later this year in Alexandria.



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