

JOOP!

JOOP! refocuses its brand positioning and revitalises JOOP! JEANS

Kreuzlingen, January 2016. The fashion and lifestyle brand JOOP! launches the Fall/Winter 2016/17 season with a strategic and visual repositioning.

One of the first steps is the revival of the “JOOP! JEANS” line. JOOP! JEANS is clearly inspired by the JOOP! main fashion line and is comprised of a complete collection, whereby the focus is on the product ‘jeans’. “During the course of focussing our brand positioning, we have not only built a new Corporate Identity, the collection has also been repositioned. With its glamorous past, JOOP! JEANS will appropriately stimulate the JOOP! brand,” explains Thorsten Stiebing, Managing Brand Director JOOP!. The previous classification in Collection and Casual will consequently be replaced in the new winter collection.

A new branding with a deep dark blue as “colour of the brand” coupled with the JOOP! logo in white brings the two lines together to form a main collection and inspire the new brand identity.

In addition to the jeans, JOOP! Bodywear will also experience a revival. Starting in Fall/Winter 2016/17, JOOP! offers underwear for men. Other growth segments like swimwear and children’s fashion are currently being assessed.

A further strategic measure for the repositioning is the relocation back to the JOOP! Villa in Hamburg at the onset of 2016. “This villa is JOOP!, it is where it all began – the atelier of Wolfgang Joop was once located here. The title is “House of JOOP!” – here is where the brand will be brought together: JOOP!, JOOP! JEANS & JOOP! Living,” asserts Marcel Braun, CEO of the Holy Fashion Group, which the brand belongs to.

The JOOP! World will be presented to the trade world on 150 square metres from 19–21 January 2016 at the Premium in Berlin. The location of the exhibition sends an important signal to the core market Germany, as home of the brand. In the coming Fall/Winter 2016/17 season the new collection will be available in stores and in the JOOP! Online Shop.

JOOP!

JOOP! – FROM GERMAN CULT LABEL TO INTERNATIONAL LIFESTYLE BRAND

HISTORY

During the course of its history, JOOP! has evolved from a celebrated German cult label to one of the leading international fashion and lifestyle brands.

Company founder Wolfgang Joop presented his first namesake collection in New York as early as 1978. The transition to the 80s marks the beginning of a unique success story. Since the 90s, consistent brand development has made JOOP! a successful lifestyle brand offering products for all aspects of life – from fashion to jewellery & watches, eyewear through to furniture and various home decor products.

In 2001, Wolfgang Joop withdraws from the business. The JOOP! brand is initially split equally between the Holy family (Strellson AG, Windsor GmbH), Egana Goldpfeil and the cosmetics group Coty Lancaster, before the HOLY FASHION GROUP becomes the sole owner of JOOP! GmbH in 2008. The fragrance range is retained by Coty Lancaster.

Since that time, JOOP! Menswear and since 2015 also JOOP! Womenswear are developed at the Swiss location Kreuzlingen. In the meantime, the licensing business includes Bags & Shoes, Watches & Jewellery, Eyewear, Bodywear, Furniture and Home Decor.

Today, JOOP! has a uniform brand presence in over 45 countries.

THE JOOP! BRAND

Clear market positioning and the high profile of the label make JOOP! today's premium German designer brand. The extensive product portfolio offers a modern lifestyle for elegant and self-assured women and men with a high affinity for fashion and design. All products stand for best quality and subtle details that will win you over.

JOOP!'s hallmark style is a skilful combination of authenticity and zeitgeist. Always carrying the unique signature of the JOOP! brand: Modern, fashionable and urban.

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