

HELLO FROM SPANDET AND PARTNERS

ESTABLISHED IN 2010

OUR PLATFORM; MORE THAN 100.000 HOURS OF EXPERIENCE AND 70 CLIENTS

SPANDET AND PARTNERS MAINLY DEAL WITH INTERNATIONALLY ACTING FASHION AND LIFESTYLE BRANDS, AS A CLOSE AND OPERATIONAL SPARRING PARTNER

THE CORE OF SPANDET AND PARTNERS; BUSINESS DEVELOPMENT AND STRATEGY, LEADERSHIP, BRAND DNA AND BRAND DEVELOPMENT, COMPANY STRUCTURE OPTIMIZATION, SALES CHANNELS/ GO TO MARKET

SPECIALS: GERMAN + CHINESE MARKETS + GLOBAL FASHION TRENDS + OWN OFFICE IN CHINA: WWW.BARCAGROUPCONSULTING.COM

OUR MANTRA: “*DON'T DECLARE, DELIVER*”!
WORDS NEED ACTION AND WE MAKE BRANDS FIT FOR FIGHT!

DELIVERABLES

ALIGNING DESIGN, RETAIL AND
MARKETING CONCEPTS

**BRANDED
RETAIL**

**OPERATIONS
MANUAL**

REBRANDING

ESTABLISHMENT OF RETAIL
PLATFORMS IN CHINA INCL.
MATCHMAKING WITH CHINESE
INVESTORS

CATEGORY EXTENSIONS

DESIGN CONCEPT

DUE DILIGENCE

PLUS PROOFING

BRAND CONCEPT
DEVELOPMENT

**ORGANIZATIONAL OPTIMIZATION:
PEOPLE, PRODUCT, PROFIT**

INVESTOR IDENTIFICATION

TOOLKIT FOR BRAND CONCEPT
DEVELOPMENT (MARKETING, DESIGN,
COLLECTION, BRAND PROMISE, RETAIL)

HEALTH

CHECK

PRODUCT AND MARKETING
SEGMENTATION AND TACTICS (ON-
LINE, OFF-LINE)

INVESTOR AND

BUSINESS PLAN

MARKETING
STRATEGY

BACKWARDS

**INTEGRATION, FORWARD
OPTIMIZATION**

CLIENTS *PAST AND PRESENT*

Clemens en August, Levi's, Lee, Wrangler, Georg Jensen, Stella Nova Copenhagen, Baum und Pferdgarten, e-Types, Mads Nørgaard Copenhagen, Evita Peroni, Red Wing Shoes, Aquascutum of London, Ej Sikke Lej, Mismo, Noa Noa, Mini-A-Ture Dyrberg/Kern, Ticket to Heaven, Gardenia, Copenhagen International Fashion Fair (CIFF), Design Skolen Kolding, Closed, Birger Christensen, Norlie, Neutral, Joha, White, Scandinavian Shoe Center, Zyline, Muuse.com, De Allierede, Barbara I Gongini, Newline, KEA, Journalist Højskolen, Texman, Lindbergh, Shine, Tøjeksperten, Wagner, PWT, Esmod Berlin, IFM Paris, New Generals, Wrenchmonkees/ WM.A.C., Magasin, Neutral, Mars, Holly's, Spon Diogo, Gudrun & Gudrun, New Generals, New Balance, Dansk Erhverv, Wear, Loop Associates, MCH Herning, Fotobranchens Leverandørforening, Riis Sko, Danmarks Skoleleverandørforening, Maria Zabel, Kaospiloterne, Hertz, Mismo, Aagaard Jewelry, Kranz & Ziegler, Fredericia Furniture, Ørgreen Optics, Danish Retail Association

+ ASSOCIATES:

DANISH CHAMBER OF COMMERCE, INNOVATIONSNETVÆRKET BOLIG OG BEKLÆDNING, COPENHAGEN BUSINESS SCHOOL

SEE YOU SOON!

MORE INFO TO BECOME A HEALTHY BRAND AT:
WWW.SPANDET.COM