

The perfect fit – CO₂-neutral lingerie



The new 'Costume by Femilet' spring 2010 collection includes a wide choice of high-quality lingerie for young woman

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Not many companies nowadays can claim to operate in a high-growth sector, given the prevailing economic crisis. One of those rare species is Femilet A/S. Specialised in exclusive lingerie with a perfect fit, the established Danish fashion company aims to double its sales within the next two years. To achieve this demanding goal, it will enhance its activities in all distribution channels, from retailing and wholesaling to exporting and franchising. A special role in the company's expansion plans has the web shop which is operated on a CO₂-neutral basis.

Femilet is one of Denmark's leading underwear retailers with a large selection of lingerie, swimwear, nightwear and various accessories. The company offers a broad variety of sizes, styles and designs; all products distinguish themselves by their high quality and perfect fit. All collections, which appear four times a year, are designed exclusively in Denmark and produced in the Far East, based on Femilet's own patterns and primarily from fabrics and laces manufactured by selected Western European suppliers. "Our main focus is on lingerie," says Managing Director Søren Koch. "We are specialists in products with a fashionable design, optimum fitting and high-quality materials." Femilet has a long tradition in the clothes industry and can trace its origins back to the 1920s. The company was founded by Jens Krøjgaard in 1923. Today, it is a major player in the Scandinavian world of lingerie with 120 employees, 35 own concept stores all over Denmark and a total of 550 points of sale at home and abroad. Femilet exports successfully to Norway, Finland, Germany, the Netherlands, France, Spain and even to faraway Canada. "We are a market-oriented business that focuses on the design, sales and marketing of fashionable lingerie, underwear, swimwear and sleepwear," Mr. Koch describes the self-understanding of Femilet. "We are committed to creating high-quality products with a perfect fit, an international look and design, and an excellent value for money," he continues to explain the

mission of the successful company. "We will continue to grow, and we have the goal that everyone should be able to access Femilet products. This is why we expanded and further developed our web shop." Thanks to the purchase of CO₂ quotas, the web shop is perfectly CO₂-neutral. "We have joined the voluntary Danish programme 'CO₂-neutral website', which means that we neutralise our web servers' CO₂ emissions, as well as the CO₂ produced by our customers' visit to the website." Femilet, however, does not restrict its environmental efforts to the virtual world. As a next step in limiting the company's total CO₂ emissions, it will from now on transport all goods by ship instead of airplane. Femilet owns several highly recognised brands which are known by 95% of the Danish population: Femilet, Aqua, Costume by Femilet, and Black Edition. All brands have three things in common: targeting women aged 28-50, Femilet is the



The Femilet lingerie collection distinguishes by its perfect fit, high-quality materials and fashionable design



Managing Director Søren Koch

'Costume made by Femilet' targets women aged 15-28 who want to follow the latest fashion

company's classic feminine collection with an outstanding fitting and superior quality. "In order to meet the growing need for larger sizes, our Femilet collection includes cups from A to G," states Mr. Koch. Aqua comprises beachwear and swimwear in beautiful colours and prints for the fashion-oriented and trendy woman. Top and briefs are available separately, which allows the customer to mix and match her own bikini and thus create her

very own look. Costume by Femilet is the new brand which targets women aged 15-28, who want to follow the latest fashion, and which includes young and trendy lingerie, nightwear and beachwear. Again, these products can be mixed and matched to create a perfectly individual look. The Black Edition, last but not least, is for women who want something special. It features exclusive materials and focuses on the playful elements of couture lingerie. Rikke Johnsen, the designer of the latest Black Edition collection, describes it with the word 'exclusive' – a selection of lingerie that is bold, sophisticated and deliciously delicate. The elegant collection is made from French lace, wonderful silk and exclusive Italian fabrics. The objective of Femilet is to double the business until 2012. For this purpose, the company is planning to grow its export activities to 50% – the current export share is 20% – and develop all



distribution channels, from retailing and wholesaling to franchising and e-commerce. "We are determined to further increase the number of our distributors, sales agents and franchisees, both at home and abroad," concludes Mr. Koch.