

## PRESS RELEASE

**Fashion group launches new marketing strategy, product focus and campaign targeting**

**Are you ready for the new TOM TAILOR?**

**Hamburg, 14 June 2017** – With a new marketing strategy, spearheaded by new fashion highlights in its collections and refocused campaign presence, the Hamburg-based TOM TAILOR GROUP aims to strengthen its core brands in the fiercely competitive fashion industry. The new brand strategy for TOM TAILOR and TOM TAILOR Denim is the outcome of extensive customer surveys and market analysis. The results are a confirmation of consumer confidence in the company's products and will serve as the basis for an even more targeted customer approach in the future.

With the new approach, the TOM TAILOR GROUP, which has been active in the market for more than 50 years, wants to take the modern feel, provocative look and unique identity of its brand communication to new heights. Consequently, the company will launch a new campaign under the motto "ARE YOU READY...?" in August 2017 to prepare customers with a wink for the new brand focus and encourage them to a more positive view of the world. "In times when bad news dominate the headlines, we're not afraid to uphold our positive outlook – true to the popular saying here in Northern Germany: 'There's no such thing as lousy weather – there's only the wrong clothing'," says Dr. Maik Kleinschmidt, the Vice President for Digitalization with TOM TAILOR Holding SE. "TOM TAILOR is already an entirely new company compared to where it was a year ago. It's this deeply ingrained positive attitude that defines our daily interactions with one another since this company was founded. Without it, we could never have achieved so much in our restructuring over the past months. We now want to convey this attitude to the outside world."

**New marketing and communication focus**

The fine-tuned customer and brand profiles consistently aligned with our target customers in the modern mid-market segment are forming the basis for the new marketing strategy. Back in 1962, TOM TAILOR's founding year, the brand was already winning over customers with its outstanding quality, excellent price-performance ratio and professional customer advice. Optimism was also part of the company's DNA right from the start. From the coming season, amid global upheavals and challenges, this attitude will be highlighted even more: The new campaign will set the brand apart from the rest of the market through daring and provocative claims, a very modern look and images of happy moments instead of perfect fashion photography. Dr. Heiko Schäfer, CEO of TOM TAILOR Holding SE, explains: "Brand desirability is a key factor for successfully competing in the mid-market segment. We have therefore consciously opted for an emotional market positioning, and thus decided against a purely price-driven competitive approach."

TOM TAILOR is also ready to embrace risks when putting the campaign into action, with surprising new initiatives such as guerrilla marketing and new design collaborations planned for the second half of 2017. These measures will support the projection into a 360° marketing mix comprising online and social media marketing, print and out-of-home communications.

# T O M T A I L O R G R O U P

The new fall/winter collections, which will be presented in the campaign from the end of August 2017, will skilfully blend current trends with individual styling and will transport the company's optimistic attitude with cheerful details.

## Additional resources through capital increase

"We are already much further along with our RESET cost and process optimization program than we originally planned a year ago. We want to utilize this momentum to usher in phase two 'the prudent development of growth initiatives' " says Thomas Dressendörfer, CFO of TOM TAILOR Holding SE. On June 6, 2017, the management team of TOM TAILOR Holding SE therefore passed a resolution – approved by the supervisory board – to utilize the existing approved capital to carry out a capital increase of EUR 9,865,423 against cash contributions. The company expects the capital increase to generate net proceeds of approximately EUR 61.2 million. It intends to use the bulk of that amount for investments, mainly to strengthen the TOM TAILOR and TOM TAILOR Denim brands and later the BONITA brand, to upgrade its IT hard- and software, for e-commerce and omnichannel capabilities, and for store refurbishments. In addition, the company wishes to strengthen the Group's equity ratio, to gain scope for meeting KPI targets. The remainder of the proceeds will be used for general business purposes. Thomas Dressendörfer explains: "We will complete the capital increase at the end of this week. With a clear majority of the investors supporting this move, we are very satisfied with the progress. We are fully confident that all of the new shares will be placed."

The new TOM TAILOR 2017 Fall/Winter collections will be available in TOM TAILOR stores, through retailers and in the e-shop at [www.tom-tailor.de](http://www.tom-tailor.de) from August 2017.

The creative agency supporting the strategy is loved gmbh in Hamburg.

# TOM TAILOR GROUP

## About TOM TAILOR GROUP

TOM TAILOR GROUP is an international, vertically aligned fashion and lifestyle company that focusses on so called Casual Wear offered in the medium price segment. The product portfolio is complemented by a broad range of fashionable accessories. With its umbrella brands TOM TAILOR and BONITA, the Group addresses various segments of the fashion market.

The TOM TAILOR brand is marketed through the retail and wholesale segments, and thus through single-label stores as well as wholesale partners. At the end of 2016, these comprised 469 TOM TAILOR stores and 195 franchise stores, 2.992 shop-in-shops and around 8,400 multi-label points of sale. The brand is present in more than 35 countries.

BONITA has 914 retail stores as well as 56 shop-in-shop spaces.

The collections of both brands are also available through their respective online shops.

Further information is also available at [www.tom-tailor-group.com](http://www.tom-tailor-group.com) and [www.BONITA.eu](http://www.BONITA.eu)

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