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Bogner drives international presence forward

Opening of the first partner store in China

The Munich fashion company Willy Bogner GmbH & Co. KGaA is further realigning its store concept and pushing ahead with internationalisation. A new Bogner store opened at the Thaiwoo Resort near Chongli, China, on 10th November 2018. The Thaiwoo Resort is located in Hebei Province directly on the Great Wall of China and extends over 40 km², three hours by car from Beijing. Once completed, it will have a total of 200 ski slopes, 45 lifts and gondolas, which perfectly matches Bogner's traditional ski and winter sports

business.

In the best location, at the head of the exclusive “Fashion Street”, the complete “World of Bogner” with all collections and licenses is presented on a sales floor area of 164 sqm. The store has been designed according to our further developed store concept “Modern Natural” and will be open seven days a week.

The Chongli Area is considered to be the largest ski resort in China, so the Thaiwoo Resort will play an important role at the Beijing Olympic Games 2022. It is regarded as a declared goal of the Chinese government to attract 300 million winter sports enthusiasts to China by then. “The Thaiwoo Resort is currently completely focused on skiing, the skiing season here lasts over 150 days thanks to the perfect altitude and climate – ideal for a store and the corresponding clothing that Bogner offers,” says Andreas Baumgärtner, Bogner CEO. And Mr. Hong Qi, chairman and owner, and CEO Ms. Summer Zhou are also enthusiastic about the new Bogner store: “The Thaiwoo Resort welcomes Bogner, the world famous luxury sports brand from Germany. Bogner is opening in Thaiwoo because we both love the world of snow sports and skiings our brand core. Our resort will be more beautiful and fashionable this season with the opening of the Bogner store. We hope it will be a great success.”

Global representation of Bogner currently consists of 19 of its own stores, 53 partner stores and more than 6,500 trading partners in over 50 countries. Together with its partners, Bogner operates over 100 sites in Asia and the Pacific region (China, Japan, Korea, Taiwan, Mongolia and Australia). The Bogner store at Thaiwoo Resort will be the first partner store there.

Willy Bogner GmbH & Co. KGaA, based in Munich, is an internationally successful lifestyle company and the leading provider of exclusive sport fashion, luxurious sportswear and designer fashion. The company employs over 800 people worldwide and appears in over 50 countries with the Bogner (Woman, Man, Sport, Kids) and Bogner Fire Ice brands as well as licences. The company, which has existed since 1932, is led by CEO Andreas Baumgärtner, while the owner is Willy Bogner, the son of the founder. More information at bogner.com