



BOGNER



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## Bogner reorganises bag licence

Willy Bogner GmbH & Co. KGaA is repositioning itself in the bag licence sector: from spring 2019, the brand and licensee company Müller & Meirer Lederwarenfabrik GmbH will assume responsibility for one of the Munich-based company's most important licence sectors.

Bogner would like to further strengthen its established, successful bag collection for the future and lay the foundations for strategic transformation and expansion. The supervision of the Bags & Belts licence from September 2018 was thus agreed with müller meirer, Germany's most successful brand and licensee company in the leather goods sector. The contract with the current licensee, Unlimited Accessories GmbH & Co. KG, expires in August

2018.

Like Bogner, müller meirer is also an owner-operated company that can look back on extensive experience in the high-quality fashion segment. “Both companies represent quality and innovation, combined with the necessary expertise in the premium and luxury segment. We are thus certain that we have found the ideal partner for our Bags & Belts licence in müller meirer,” says CEO Andreas Baumgärtner, delighted.

The Bags & Belts licence has already existed for over 30 years and is among the Munich-based sports fashion house’s most successful licences. “We would like to thank Unlimited Accessories for the excellent, successful working relationship,” says Baumgärtner. In order to continue this success story, Bogner and müller meirer want to build on strengths and generate new momentum. “Bogner is among Germany’s most successful brands and has acquired an exemplary basis within retail for bags,” explains Steffen Neumann, owner and managing director of müller meirer. “We plan on further developing these strengths and exploiting the potential of the brand in bags.”

The range includes collections of bags, small leather goods, belts and luggage and will be available from the spring/summer collection 2019.

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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](http://bogner.com)

müller meirer as a licensee markets the brands Porsche Design, Joop!, Strellson, Comma, Oilily, Gerry Weber, Maître, Mustang, 08|16 -and H. Müller x Söhne. The company, based in Kirn, designs, produces and distributes bags, shoes, luggage, small leather goods and belts. Founded by Heinrich Müller in 1952, müller meirer is now managed by the third generation of the family. In addition to the owner Steffen Neumann, the management board consists of Michael Büth for operations and finance, Christopher Deiters for distribution

and sales and Meike Neumann for development and procurement. The medium-sized leather goods manufacturer from Rhineland-Palatinate has achieved a remarkable development in recent years from leather goods production to a professional and successful brand and license business. More information at [mueller-und-meirer.de](http://mueller-und-meirer.de).