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## **Bogner: Sales development confirms trend reversal – first half-year up 5 percent**

The sales development of Willy Bogner GmbH & Co. KGaA in the first half of the current fiscal year points to a noticeable trend reversal. In the period under review, the Munich-based fashion company reported an increase in sales from its operating business of around 5 percent to €71.9 million compared to €68.1 million in the previous year. Based on the amended definition of sales in the German Accounting Directive Implementation Act (BilRUG), consolidated sales in the first six months of the fiscal year amounted to €72.6 million as of 31 October.

"The collections were very well received and this has significantly improved the order situation," says Bogner CEO Andreas Baumgärtner, pleased with the turnaround that is taking shape. In addition to the increase in orders for the spring/summer season, Baumgärtner said that the pleasing order intake for the 2018 autumn/winter season was responsible for the positive business development. "In particular, the Fire & Ice collection grew significantly," explains the Bogner CEO.

The markets in North America with a plus of 3 percent and the European markets with a total increase of around 7 percent showed stable development in the reporting period. The DACH region achieved a year-on-year increase in sales of 4 percent. At the same time, the digital business also performed well, accounting for around 20 percent of total revenues. The licensing business continued to develop very positively, with the shoe license, which has been successfully managed for over 8 years, posting double-digit sales growth rates.

At the same time, Baumgärtner concludes, the company management introduced sustainable cost management and, in various steps, continuous optimisation of the corporate infrastructure.

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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)