

# LASCANA

— *It's a woman's world* —

## RESERVOIRMODE

Distribution exclusive sur la France

8, rue Dupeyron - 32800 Eauze

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# LASCANA Company Profile



LASCANA

JETTE®

Buffalo

marie claire  
PARIS

s.Oliver

VENICE BEACH

H·I·S

bruno banani.  
NOT FOR EVERYBODY

CHIEMSEE

KangaROOS

LASCANA  
— *It's a woman's world* —



# LASCANA was launched as premium brand of the mail-order company OTTO

LASCANA  
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## Who is LASCANA? (1/6)



### Origin of Business

- **2001:** Launch of LASCANA as premium brand of the German mail-order company OTTO.
- **2006:** Idea of a multichannel concept in order to reach a wider target group was born. The first LASCANA stores opened in Germany.
- **2008:** New distribution channels developed such as online, catalogue and shop-in-shops.
- ➔ **LASCANA establishes itself as first multichannel retailer for women's lingerie and swimwear in Germany**



### Drivers of Success

- **Clearly defined USP:**
  1. Sensuality as brand image
  2. Competence as brand promise
- **Multi label strategy**
- **Multichannel strategy**

**Vision:** LASCANA strives to be one of the leading top-lingerie & beachwear multichannel players of the world!

# LASCANA's USP is the combination of sensuality & competence



Who is LASCANA? (2/6)

## Clearly defined USP

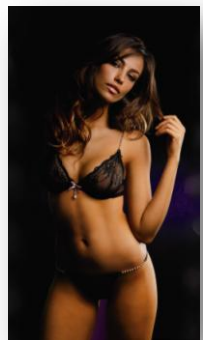


### Sensuality

- Emotional brand appearance
- Sensual photography
- Great shopping experience

### Competence

- Product competence (diversity in width & depth)
- Standardized fit throughout all brands
- Fitting advice

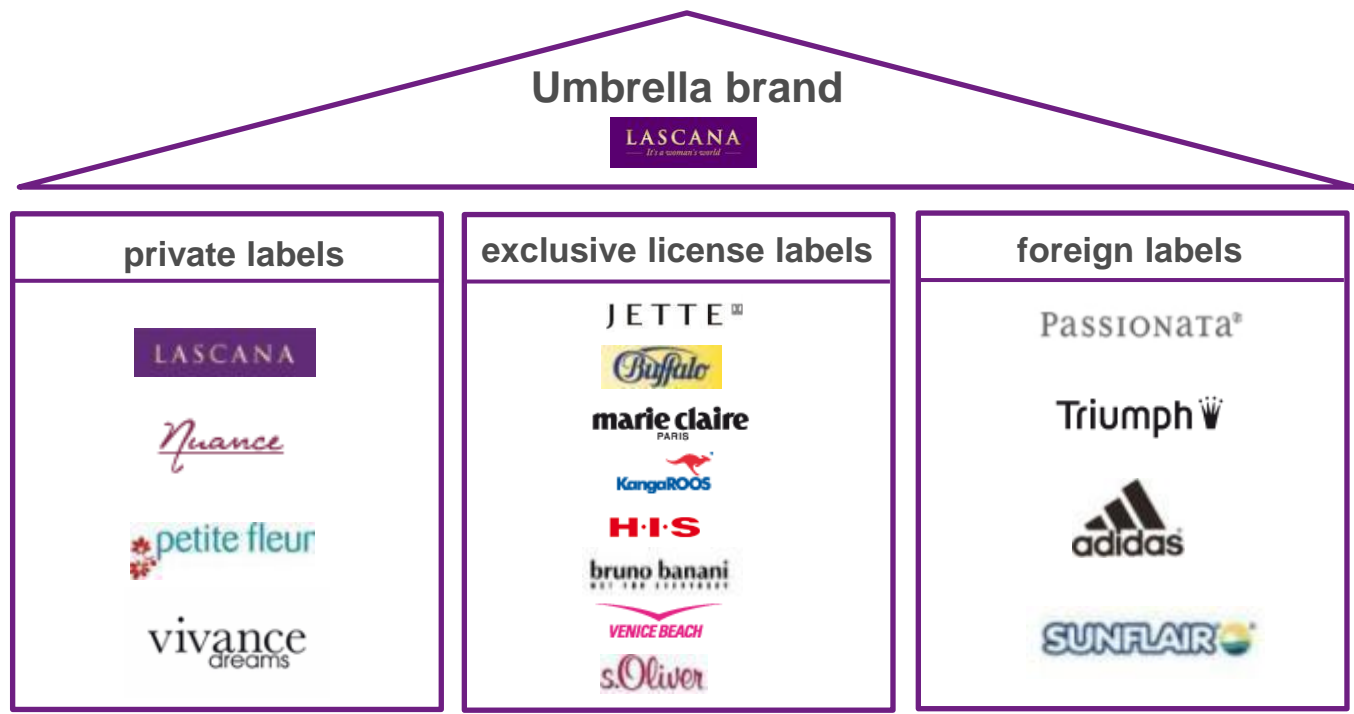


# LASCANA offers various brands under one roof



## Who is LASCANA? (3/6)

**Multi label strategy:** The umbrella brand LASCANA comprises an all-season assortment of women's lingerie and swimwear offering private, exclusive license and foreign labels to serve different needs.

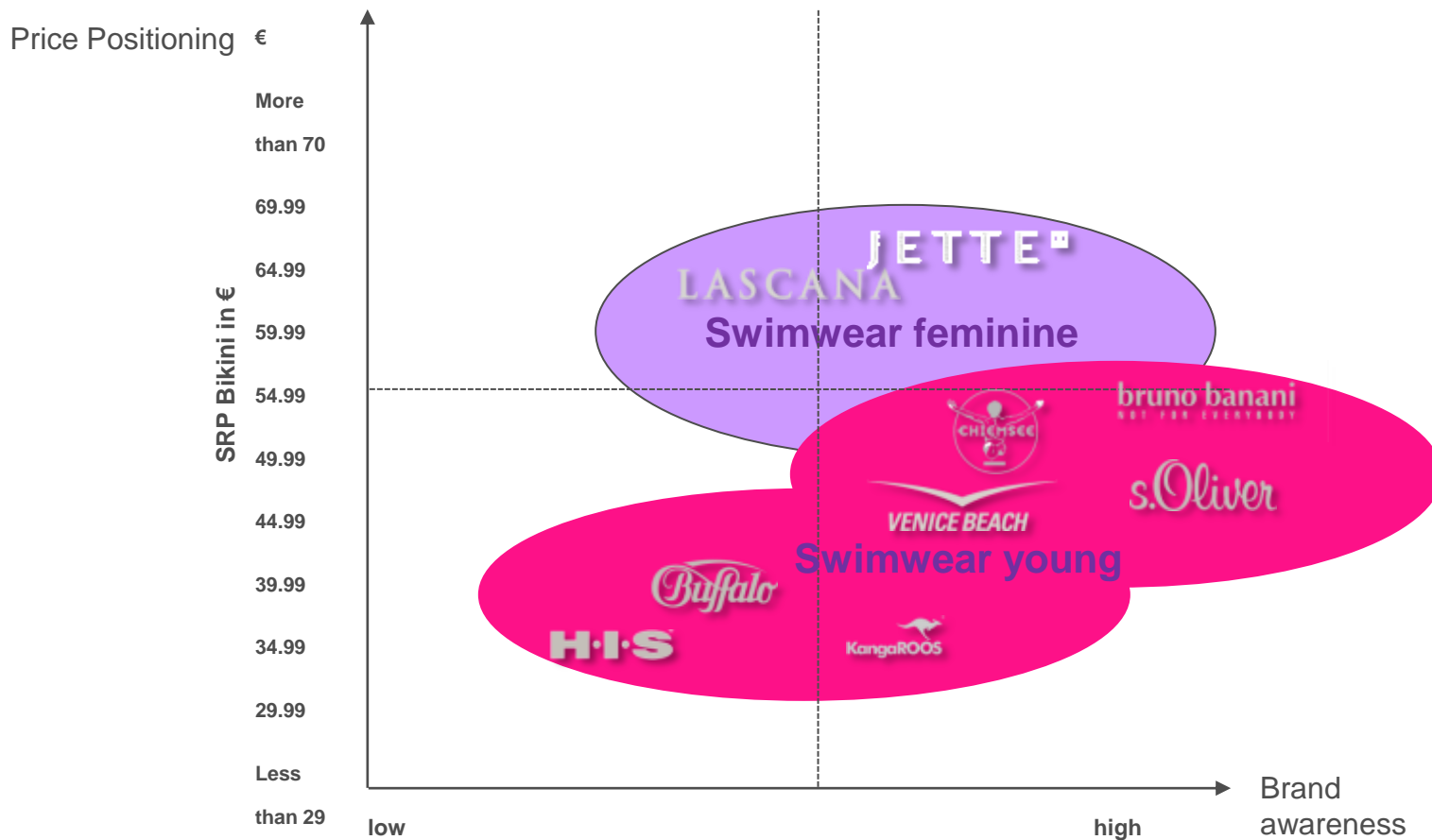


# The various brands serve different target groups



Who is LASCANA? (4/6)

**Multi label strategy:** The various brands serve different customer groups



# LASCANA products are available in own stores, a web shop and shop in shops



Who is LASCANA? (5/6)

Multichannel strategy



# Distribution channels – LASCANA stores





# Distribution channels – Web shop [www.lascana.de](http://www.lascana.de)



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**LASCANA**  
Bademode . Strandmode . Dessous & Wäsche . Nachtmode . Top Themen . Marken . Sale

*Welcome to*  
**LASCANA BEACH**

[zu den Bikinis](#)  
[direkt zum Artikel](#)

**Push-up-Bikini**  
Marie Claire  
ab 59,99 EUR  
[zum Artikel](#)

**Triangel-Bikini**  
LASCANA  
ab 44,99 EUR  
[zum Artikel](#)

**Push-up-Bikini**  
Buffalo  
ab 44,99 EUR

**Ihre Favoriten** > **Unsere Bestseller**

So messen Sie richtig!  
Tragen Sie beim Messen  
einen gut sitzenden, unge-  
kürzten BH.



Ziehen Sie mit der Maus  
über die dargestellten  
Maßlinien: Wir sagen  
Ihnen dann, wie Sie  
richtig messen!

Stellen Sie hier an den Maßbändern Ihre persönlichen Werte ein:

1 **Brustumfang**  cm

2 **Unterbrust-umfang**  cm

3 **Taliumumfang**  cm

4 **Hüftumfang**  cm

**Ihre Größen für Bademode:**

Bikini Oberpart

Bikini Slips mit Einzelgrößen

Bikini Slips mit Doppelgrößen

Badeanzüge

1 **Push-up-Bikini**, Buffalo  
ab 42,99 EUR

2 **Push-up-Bikini**, Venice Beach  
ab 49,99 EUR

3 **Push-up-Top**, Venice Beach  
ab 26,99 EUR

4 **Slip-Bikini**, LASCANA  
ab 39,99 EUR

5 **Slip-Bikini**, LASCANA

6 **Push-up-Top**, LASCANA by METCAL DRY

7 **Beachtop**, LASCANA by METCAL DRY

# Distribution channels – shop in shop concept

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Schwarzenbek, CML – Germany



Bad Schwartau, Matzen – Germany

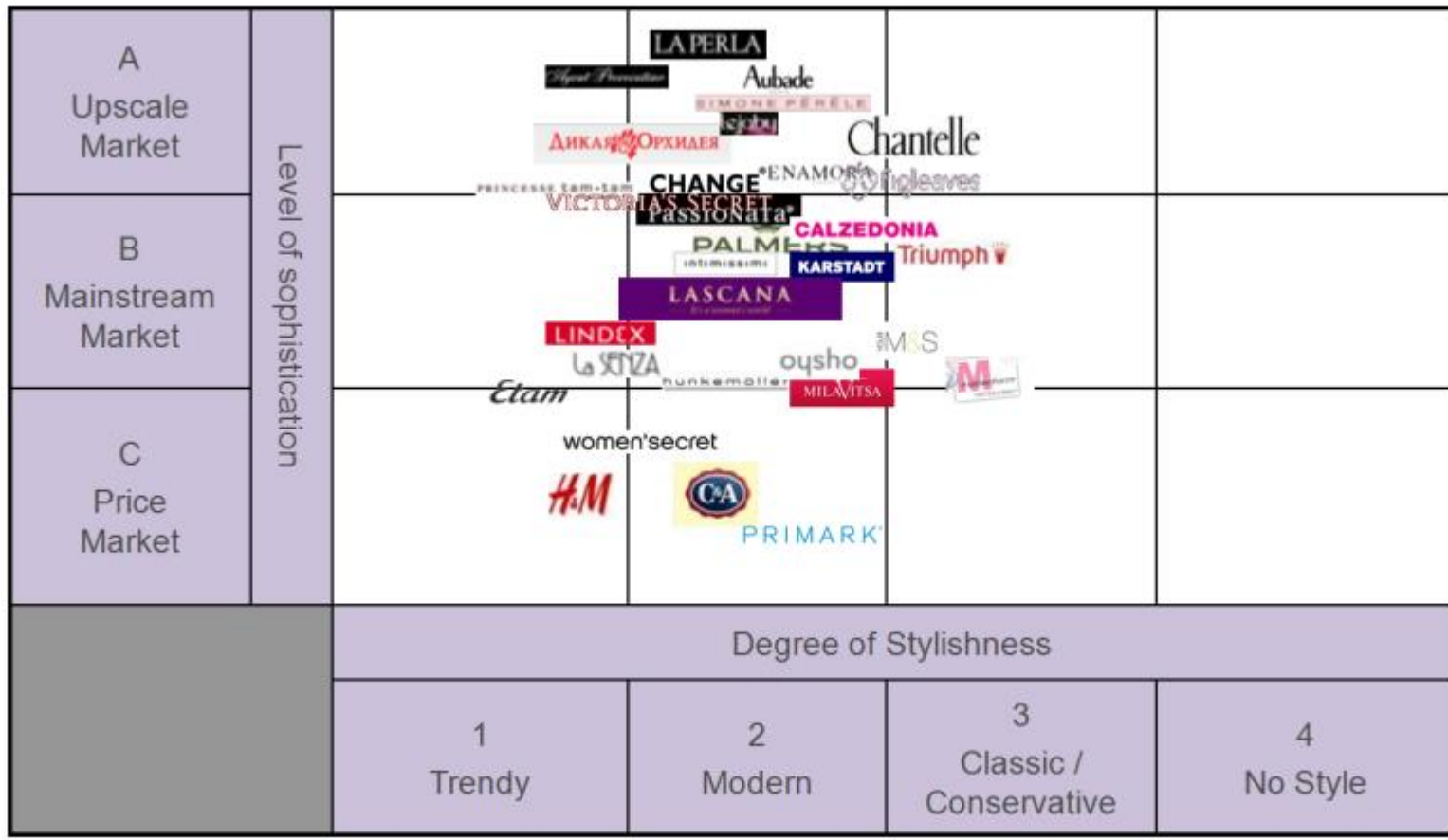


V&D, Utrecht – the Netherlands

# In Europe LASCANA is positioned in the modern & mainstream market



Who is LASCANA? (6/6)

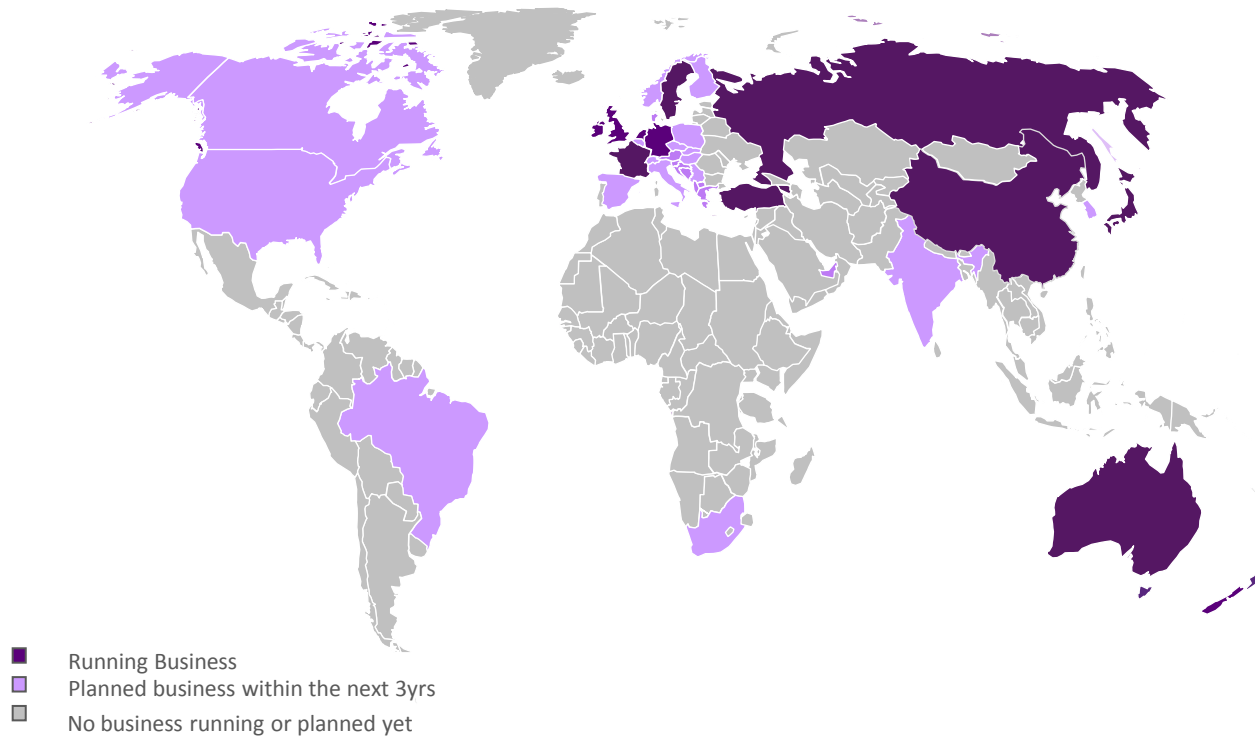


# LASCANA is already internationally expanding

LASCANA  
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Actual and planned geographical presence of LASCANA

The world becomes purple!



## Home market Germany

with presence in

- 10 LASCANA stores,
- outlet store,
- web shop,
- 300 shop in shops.

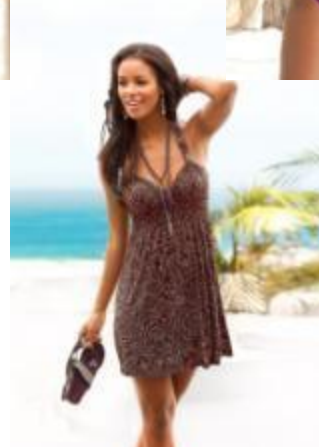
Further stores and POS are planned in 2013.

## International expansion

already started with business in e.g.

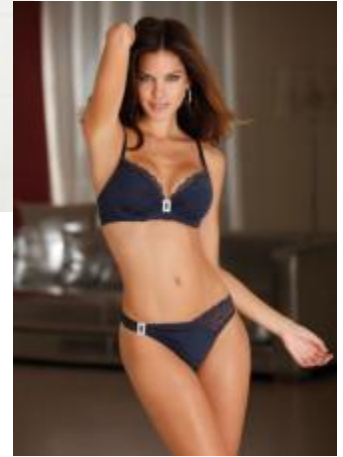
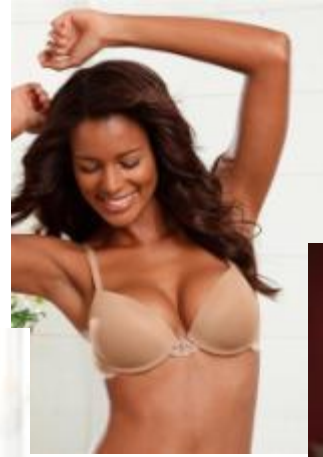
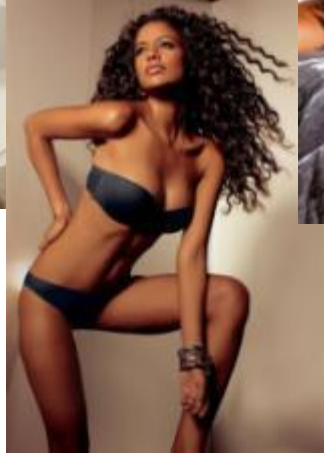
- China
- Russia,
- Sweden,
- the Netherlands,
- France,
- UK,
- Japan,
- New Zealand.

# The umbrella brand LASCANA offers a large variety of swim & beachwear assortment



## Swimwear & Beachwear

# The umbrella brand LASCANA offers a large variety of lingerie & basics assortment



## Lingerie & Basics

# The umbrella brand LASCANA offers a large variety of night & homewear assortment



## Nightwear & Homewear

# LASCANA project highlights – Germany

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## Marketing activities for business partners

Design and creation of inserts for various regional newspapers to push the brand image and boost sales



## Opening of LASCANA store # 11, Leipzig

The 11<sup>th</sup> LASCANA store will be opened in Mid-September 2012 in the sustainable shopping mall “Höfe am Brühl” in Leipzig, Germany.

## Opening of shop in shop #250

LASCANA  
by  
MICHALSKY



## LASCANA by Michalsky

The German designer Michael Michalsky created some highlight pieces for LASCANA's spring/summer '12 collection.

LASCANA was part of the Berlin Fashion Week with the Michalsky spring/summer '12 collection in July 2011.



# LASCANA project highlights – international



## LASCANA goes China

- 2013 – launch of LASCANA webshop in China and flagship store in Shanghai
- Use of famous actress as testimonial

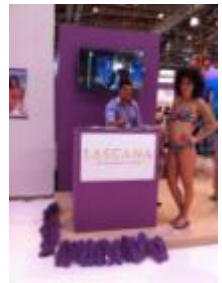


## LASCANA goes Russia

- November 2012 – launch of LASCANA webshop in Russia
- 2013 – B2B activities (own warehouse in Tver, near Moscow)



## LASCANA @ Mode City Paris 2012



# LASCANA's promise to business partners

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Highly motivated and flexible team



Successfully tested bestsellers and assortments



Large variety of private and exclusive license brands with standardized fit throughout all brands



Strong financial basis as member of the Otto Group

## Be part of it!