



Press release – November 13, 2013

## **KINDY SIGNS A LICENSING AGREEMENT WITH THE WORLD-RENOWNED DANIEL HECHTER**

**Replacing the Dim license as of the 2014 winter collection**

**New international dimension**

The Kindy Group has just signed an international licensing agreement with the renowned retail clothing brand Daniel Hechter for designing, producing and distributing its range of socks.

### **New driving force for international deployment**

This contract covers the men's and women's collections of socks, tights and leggings for Daniel Hechter's selective retail lines, as well as H-Tech Hechter for the selective sports network, and Hechter Studio for the French mass retail segment.

From the 2014 autumn-winter collection, Daniel Hechter will bring a new international dimension to the Kindy Group's sock range, in line with its deployment strategy. This highly renowned global brand will open up access for the Group to all of the European Union, as well as Central and Eastern European countries, particularly Russia, and the Middle East, on a direct basis or through its 350 stores and 2,500 points of sale around the world.

In line with the Kindy Group's strategy, the Daniel Hechter brand will further strengthen its offering in relation to its various distribution channels:

- the hypermarket and supermarket sector with Kindy and Hechter Studio
- the selective retail segment with Achile and Daniel Hechter
- sports specialists with Thyo, Le Coq Sportif, Sigvaris Sports (distribution contract) and H-Tech Hechter
- e-commerce on the chaussettes.com site
- international markets.

### **Daniel Hechter, a global success**

With his launch of the label that bears his name in 1962, Daniel Hechter invented off-the-peg fashion and made "luxury affordable". The Miltenberg Otto Aulbach GmbH group, its owner since 1998, has consolidated and developed the brand by building up an effectively managed network of licensing agreements in terms of both its regional coverage and products.

Thanks to its demanding policy to ensure its brand image is respected, Daniel Hechter is now a global success and a French lifestyle icon.

Able to count on 50 licensed partners worldwide, the brand is present in 65 countries, with 350 Daniel Hechter stores and 2,500 multi-brand points of sale.

In 2013, Daniel Hechter has recorded €210 million in revenues on retail clothing (75%) and accessories (25%), in Europe (35%), Africa-Middle East (35%), Asia-Pacific (15%) and America (15%).

*"More than a licensing agreement, we were looking to establish a genuine partnership with a brand that combined a true international dimension with high product standards. Daniel Hechter is a global high-end brand whose products designed by its license holders, with stylistic guidance from its design studio, ensure a strong brand image. We are delighted about this partnership with the Daniel Hechter brand, which, firmly established in the European Union, Eastern Europe and the Middle East, is rolling out an aggressive strategy to conquer the world. We will be accompanying it on this journey", concludes Joël Pétillon, Chairman of the Kindy Group's Management Board.*

## **About Kindy**

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Founded in 1863 in France, the Kindy Group is a French leading footwear manufacturer, particularly with the Kindy brand, which was launched in 1966.

It is organized around two divisions:

- Socks, its historical business, with Kindy, Daniel Hechter (2014 autumn-winter collection), Thyo, Innov'Activ, Achile, Le Coq Sportif and Sigvaris Sports.

- High-quality children's footwear, with the GBB and Ramdam by GBB brands, as well as the Catimini and IKKS licenses, which belong to the Zannier Group.

These products are distributed through various complementary channels in France and for export: supermarkets and hypermarkets, selective retail, e-commerce (kindy.fr, achile.com, thyo.fr, chaussettes.com), health and beauty stores.

The Kindy Group's research and development team is recognized for the development of technical socks, with the Innov'Activ and Thyo ranges, for which numerous patents have been filed. They are made by the Group in France, while most of the other ranges are produced by subcontractors.

For the financial year ended June 30, 2012, the Kindy Group recorded €43 million in revenues with its children's footwear and socks divisions.

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