

ID

BLEND
BRAND ID
2014

BLEND®





HISTORY OF BLEND

Okay. Here's the thing. We could easily write the boilerplate stuff about 'launching Blend in 1993 and maintaining a strong foothold in men's casual wear throughout Europe, blah blah.' But we don't want to. Because we like to be different. And, because our business is still going strong which makes our history speak for itself. But most importantly, because we make cool clothing for cool guys that look, well... cool in them.

So, what we will say is... after 20 years in business
— we still kick ass.

And so do you for being our partners in crime...
um, we meant to say 'business.'

BRAND VALUES

Authentic roughness, Commercial consistency, Colourful universe, Desirable products, Denim heritage

BRAND CONCEPT

The collections presents a powerful selection of contemporary European styles and carefully crafted jeans built for urban living. Competence and true craftsmanship are behind the Danish jeans label that appeals to a youthfull free spirit.



WHO IS 'THE BLEND GUY'?

WELL, WE'VE CALLED IN THE EXPERTS IN LAW ENFORCEMENT AND HAD THEM WRITE UP A PROFILE OF THIS SO-CALLED, 'BLEND GUY'.

HERE'S WHO YOU'RE LOOKING FOR, OFFICIALLY:

- MALE
- ANY ETHNICITY
- HEIGHT: MOST LIKELY BETWEEN 170CM TO 190CM
- AGE: MOST LIKELY BETWEEN 18-30
- STATURE/PHYSIQUE: MASCULINE, IN GOOD SHAPE
- LAST SEEN WEARING: WORN-IN JEANS, FADED DOWN T-SHIRT WITH PRINT, HOODIE
- STYLE OF CLOTHING: LAYERED; CASUAL; RELAXED; WELL-WORN FASHIONABLE WITHOUT THE EFFORT
- INTERESTS: HANGS WITH FRIENDS; MUSIC; CLUBS; SOCIAL GATHERINGS; COFFEE SHOPS

PERSONALITY TRAITS:

SELF CONFIDENT/SECURE; HIGHLY CHARMING; SUPER LAID BACK AND EASY GOING. YOUR TYPICAL LOW-MAINTENANCE TYPE.

INDICATORS OF CHARACTER:

WEARS HOODIES, EATS COLD PIZZA FOR BREAKFAST; CRASHES ON A FRIEND'S SOFA
- NO PILLOW OR BLANKET; DOES LAUNDRY ONCE A MONTH; SAYS, 'NO WORRIES' A LOT; GREETES HIS FRIENDS WITH A SLIGHT UPWARD HEAD NOD AND A HALF SMILE; NOT OVERLY TALKATIVE- BUT A GOOD LISTENER. HAS A GOOD SMILE.

OTHER IDENTIFIERS:

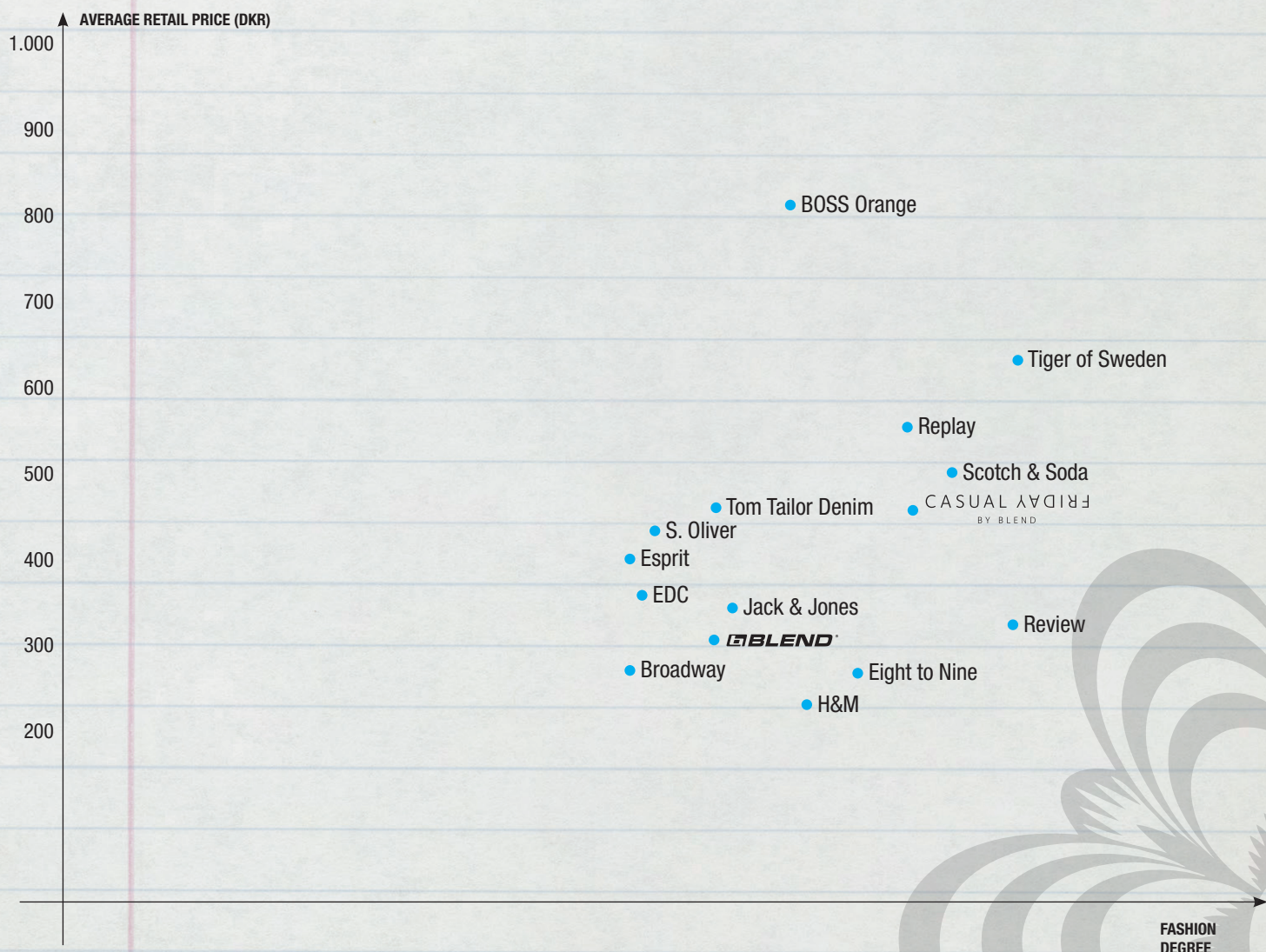
LIKES TO WEAR A CAP OR BEANIE
A LITTLE ROUGH AROUND THE EDGES – BUT SOMEHOW VERY INTERESTING TO LOOK AT

IF YOU'VE SEEN ANYONE WHO FITS THIS PROFILE

- THEY'RE EITHER ALREADY WEARING BLEND OR SHOULD BE.



POSITIONING CHART - YOUNG BRANDS





FREEDOM

CITY

JEANS

**SUPER LAID BACK
AND EASY GOING**

CASUAL LOOK

**SELF-
CONFIDENT**

**EATS COLD PIZZA
FOR BREAKFAST**

18-30 YEARS OLD

THE COLLECTION - BLEND

Commercial collection structure

The Blend status is earned through the products - consequently the collections are created, made and delivered to achieve the highest profitability in the retail shops. The secret behind the successful concept is our "monthly color coordinated capsules".

You could think Blend as a wholesaler with a retail mindset; the focus is to supply you with monthly color coordinated capsules that contain a commercial mix of basic, core and profile styles.

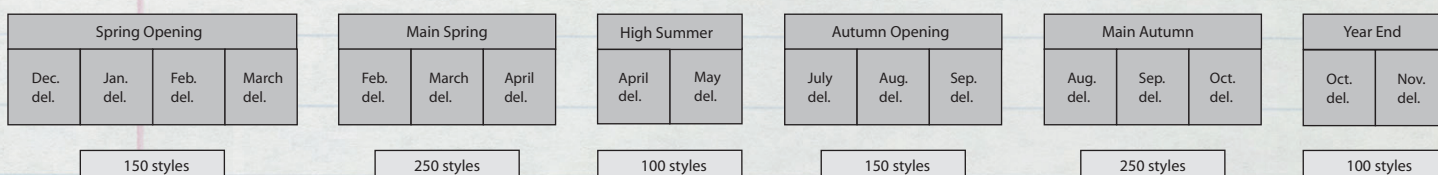
Prices

Our prices are low to mid-ranged, aimed at the largest, most broadly based customer segment.

Price examples (EURO):

T-shirts	9,95 to	29,95
Shirts	29,95 to	59,95
Sweat	29,95 to	79,95
Knitwear	29,95 to	79,95
Trousers	39,95 to	89,95
Jeans	39,95 to	89,95
Blazers	69,95 to	119,95
Outerwear	69,95 to	220,00

Collection flowchart



Pre collections (Spring & Autumn)

Pre collections contain margin builders, proven winners and volume styles. It is easy comprehensive fashion styles as well as a taste of the trends expressed in the season. Pre collections are small and contains important core styles for the season.

MAIN collections (Spring & Autumn)

Main collections are presented in color coordinated monthly delivery drops. These collections contain a wide variety from commercial products, basic items to latest trends. Prices range from campaign/opening-prices to medium prices. A small selection of high-profile styles which have an extra level of detail will have a higher price. The main collections will be presented on main fashion fairs throughout Europe in February and July/August.

Year End & HIGH SUMMER

Year End and High Summer collections are current seasonal styles created to pick up and continue the trends from the main collections. These collections are therefore also presented in color coordinated monthly delivery drops.

Express

On top of this we create Express Collections.

NOOS

NOOS is the bread and butter of our business and yours. Our jeans are hot. Every guy wants to wear them. And every girl wants to date the guys wearing them (and rip them off of them).

Our NOOS styles will keep the money flowing in. So, learn about them. Wear them yourselves. Sell them! Because these jeans rock.

LOCATION



Locations, Ikast and Vejle

DK COMPANY

Founded in 2001 in Ikast in the heart of the Danish fashion and textile industry. Here Jens Poulsen founded the fashion company DK Company, which has developed into one of Europe's leading suppliers of fashion brands, lifestyle brands and children's fashion. The philosophies of value for money and luxury for less. With an efficient and cost conscious supply chain ensuring fashion collections at competitive prices for the range of brands, which are sold and worn by customers in markets throughout the world.

Employees

359 persons - in Denmark excl. retail
 - 206, Vejle
 - 153, Ikast

Production 2013:

more than 20 mio. pcs.

Brands with turnover >30 mio. EUR
 Cream, Fransa, b.young, Blend
 DK Company creates fashion based on

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