



Press release | Hamburg 28. 03. 2014

The CAMPIONE -Textil-Vertriebs GmbH presents a rapid growth with partner stores this spring. The Hamburg-based company and its Turkish sister company have opened in the first weeks of 2014 already 6 stores and other projects are concrete in the planning .

The locations of the current expansion are Ankara , Bodrum and Denizli in Turkey , Norderney in Germany , Świnoujście in Poland and Zagreb in Croatia. In all cases, the operators of stores are trading partner of CAMPIONE .

*„In Turkey we have seen since the second half of 2013, an extraordinarily dynamic growth. We have structured and aligned with the distribution of our Turkish sister company new ,,,the company reported.*

The CAMPIONE Turkey is now focusing again on the entire product development and procurement process , while the distribution of an independent distribution company was passed.

With this change, a Store- partner for the opening of a CAMPIONE mega stores to 280 sqm in the exclusive Istanbul Shopping Mall GALLERIA could already be obtained in the vicinity of the marina last fall .

*„ This store is not only a perfect CAMPIONE storefront , but also started extraordinarily successful. Revenues exceed all expectations . With this positive example, we were able to quickly go to the multiplication and now in the Turkish capital Ankara, in the exclusive tourist destination on the Turkish Riviera Bodrum and in the provincial capital Denizli 3 partner stores open ,,,the company says.*

Two other store projects that are fixed for this year , are still in Istanbul (Bagdad Avenue and Mall of Istanbul) can be realized .

The new Turkish distributor is also responsible for the care of the Middle East region. Here in early April will be opened a store in Abu Dhabi and is also negotiating an area in the Dubai Mall.

*„ During 2013, Turkey was still realized a turnover of € 2.5 million , the new sales company in 2014 is a significant leap in growth to more than € 4.0 million to make ,” predicts CAMPIONE .*

Other international store projects are realized on the Polish Baltic coast in Swinoujście and in the mall Westgate in the Croatian capital Zagreb .



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*„ In Eastern Europe, we are very successful with our collections and the exclusive product handwriting with the maritime metropolitan core brand . Poland has long been one of our major export markets and continues to grow , „explains Jochen Leppien for the management of CAMPIONE Hamburg. Particularly pleased you about the successful market entry into Croatia.*

*After the EU accession of the country CAMPIONE uses the facilitation in trade for a gradual expansion of the distribution. The 120 square meter store in Zagreb will follow this spring even 6 smaller projects on the Croatian Adriatic coast.*

*„ Here we go deliberately small formats , as the strong seasonal and tourist oriented business does not allow year-round operation in many cases. From November to March is almost nothing here,„ Jochen Leppien describes . The entire market is developing CAMPIONE with a general importer and relies on a rapid expansion .*

*Also in Germany makes CAMPIONE with the partner -store expansion. After Grömitz on the Baltic Sea, Westerland / Sylt was opened in March and on Norderney the third coastal location of a store .*

*„Operators Ursula and Harald Meyer are longtime CAMPIONE customers and were very particular of our store on Sylt so excited that they decided one of its branches on Norderney convert to a CAMPIONE Store. The first plans we have discussed already 1 year and then realized during the winter break . At about 80 square CAMPIONE a true jewel box , „said Jochen Leppien arose . The store owners are very pleased with the business of the first few weeks after the opening at 07. 03. 2014.*

*„ In Germany we currently have no further projects in the pipeline , but specifically looking for partnerships and suitable shops between 80 and 100 sqm in good and high traffic locations . We see great potential for CAMPIONE „says Leppien . With its own retail wants the company does not operate , but consistently relies on partnerships.*

*Overall CAMPIONE could increase in recent months, the number of stores by 8 to now 33 and the number of shops and soft shops by 24 to 313. „ For us, the CI-compatible , high-quality , lifestyle product presentation is crucial. Our exclusive shop fittings underlines this presentation , „explains Jochen Leppien .*

*For fiscal 2013 , the company reported revenue from last year's base of around € 25 million in 2014 but expects a return to growth .*

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Store Istanbul



Store Bodrum





Store Zagreb



Store Norderney 1



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Store Norderney 2



Store Norderney 3