

**Doris Hartwich – Designer-Icon since more than 20 years in the Market of Men`s Wear;
Successful Business in Eastern Europe**

Only 5% of all fashion brands exist more than two decades. The German fashion designer Doris Hartwich (www.dorishartwich.de), Munich, maintained her ground since more than 20 years in the international men`s wear-market.

Currently all her efforts are set on export. After successful presentations of her collections in Moscow and Kiev - as the highlight in 2008 in September - the opening of the first Doris Hartwich-Mono-Brand-Store in St. Petersburg in progress, as Textination learned in an interview. Moscow was also being discussed, however, since it is going to be a partner store with a longstanding customer, they decided for a location in a top locality in St. Petersburg. The store will have all products of Doris Hartwich. As a highlight they will show there quite special accessories.

Russia is with nearly half of the sales volume of the company their biggest export country. The collection will be marketed with the use of agencies in Germany, the Netherlands, Belgium, Switzerland, Austria and Russia. It is also sold with individual traders in Japan, South Africa, Canada, France, Denmark, Poland and the Baltic States. "We are thinking of further markets to develop like Scandinavia. And if a trade partner is coming from Dubai, I will also follow him there".

The successful establishment in Eastern Europe came about the following way: "A Russian marketing agency took notice of our brand some years ago, this way a growing trader crowd developed. Soon the Russian side asked the German Lady-Designer to participate in the Fashion Week Moscow with a

show. And in summer of last year Doris Hartwich received an email from the radio band Alex Fokin with the invitation for a joint fashion concert, which she accepted. The challenge ended with a big success for her.

"The people in Russia and the Ukraine love it to dress well and valuable and discover their individuality. That`s why they like my fashion". The designer can look back to a long successful job life. "I am 50 years old now on paper, however, I`m feeling and thinking like with 40. The age in your head is important . And in that sense I intend to stay 40".

After her study for fashion design in Trier and Hamburg Doris Hartwich went 1985 as freelancer immediately to the home of so many great designers, to Italy. There she worked for different styling offices and met her first manufacturing companies. During her design assistanceship she breathed already the Italian "Gusto", which was going to enter into her own collections later. A first presentation at the Trevira-Studio in February 1986 brought her the contact to the German Brinkmann Gruppe in Herford. An association which goes on till this day. 1987 the collection Doris Hartwich emerged, Brinkmann became the first licensee for the license products sports jackets, suits, coats and sportswear and finally shirts (www.bugatti.de).

In the coming years followed many licensings for leather, knitwear, shirts, pants and different accessories. Today these licences are, except for Brinkmann, with the following partners: Bott@Dietz, Alzenau: Leather; Sales@Success, Regenstauf: pants; Phil Petter: knitwear.

Accessoire-Licences are in preparation. Planned are here belts, bags, stockings and underwear.

Doris Hartwich is working with staff of free sales agents confirmed to the brand. She has a showroom in Düsseldorf in hall 29 and exhibits on the Pitti Uomo in Florence and on the CPM in Moscow. Besides that, the designer was oftentimes creatively working in an advising function, e.g. for Gore, Orwell and Mexx. In 1994/95 she developed the corporate design for the Deutsche Bahn AG. The designer believes the issues of sustainability / "green" clothing are a marketing subject which now fits well into the present times. "I make sustainability my way, in that I create modern classics, which one can wear a long time, over many seasons".

As needed, an assistant is employed in the studio in Munich. With each men's wear-licence partner there exists a small special team that takes care of the brand. The direct contact to her trade partners and also to the end consumer is important to the designer. "We support events of traders, where I am present personally and I can get to know my customers better". For the season fall / winter 2008/09 the new Fashion-Book of Doris Hartwich is ready. The book shows fashion – quite clearly and explicit, very courageous and, above all, international. It can be ordered over

the PR-Agency Think Inc. (www.thinkinc.de – Katharina Pöppel (who is active for the designer), e-mail: kp@thinkinc.de) in Munich.

On the subject German man and fashion, Doris Hartwich commented: "Meanwhile he knows that fashion is a means of communication and uses it to be successful, privately and in business. However, there are still some powers of persuasion necessary from the partner or the saleswoman to convince him that good quality and good design need investment. To promote the theme "Best Ager" is a challenge since it seems to be a problem especially for the men to belong to this group. Therefore one should offer an ageless collection and advertise these with preferably striking faces and ideas and take care to see that the fit is also right for racoon-bellies. When I'm sitting in the jury at the final shows of the fashion schools I'm always very positively surprised, how much creativity is there in the German young talents. Unfortunately the industry over here seems to have not enough need to exploit this potential.

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