

## DIGEL – the menswear concept predicts for 2010 Growth in the Upper One-Digit Range



The German producer of men's wear, Digel – the menswear concept ([www.digel.de](http://www.digel.de)), with headquarters in Nagold / Black Forest, looks optimistically into the future and counts on a further expansion of their export business. Marketing director Philipp Tausch said in an interview with Textination that the enterprise founded in 1939 by Gustav Digel was able to maintain their sales in 2009 against 2008, with 60 Mill EUR. For 2010 they are planning on growth in the upper single-digit range. The company is owned to 100% by the family. Managing shareholder is Hans Digel. The sons Jochen and Carsten Digel are members of the management board. A further manager is Michael Bischof.



Nagold is headquarters of management, sales and distribution, product management, procurement, marketing, logistics with just under 200 employees. In 2008 they invested substantially in the expansion of the logistics center in Nagold with a storage capacity of now altogether 300,000 parts. The fabrication takes place in Poland and Rumania with a total of 1 Mill pieces per year. Of the entire sales 60% goes to export, going to 47 countries of Europe.

The men's wear manufacturer is active in the middle price- and fashion- segment. Their partner is the upper special retail trade. They own monostores in Stuttgart-Leonberg, Wetzlar and Warsaw. The enterprise has

around 2,000 customers, 340 of them are partnerships in other shops (shop-in-shop systems).

Core competencies of Digel are: Europe's biggest modular of-



ferer - more than 50 modular systems are permanently in stock, 24-hour customer delivery service, comprehensive NOS (never out of stock)-system offer, Digel Order Concept (DOC) – seasonal storage service as well as assortments for shop-in-shop (complete collections / synchronized delivery dates in three color schemes) at an excellent cost-/ performance ration. With the NOS-system more than 150,000 parts in more than 60 exclusive patterns are hanging in the logistics-center Nagold are permanently ready on call. Customers ordering new merchandise until 3 pm will get it within Germany even the next day. To manage the areas optimally there is also a NOS with jackets, pants, shirts and sportswear on offer.



Target group is the "confident modern man concentrating on what's really important in life. He likes it uncomplicated and knows who he is and is sure about his abilities. He is looking for qualitative straight fashion with a sense of style and

affordable, too; individual fashion that underlines his character. Timeless and at the same time innovative fashion suited to the occasion”.



According to Tausch they have in the area sizes an excellent market position, since they have very

many of the over- and marginal sizes on offer. The collections are completely developed by three salaried product managers. The company follows the strategy of an umbrella brand. There Digel is the umbrella brand, underneath there are different product lines, e.g. Protect 3 (functional suits), Preference (High-quality pure wool suits), Move (young line), Ceremony (wedding suits). The most important fairs for them are: Pitti Uomo Florenz, CPD Düsseldorf (showroom), CPM Moscow, CIFF Copenhagen.

Compared to last year, business in Eastern Europe, especially Russia, sees a clear upward movement.



This was a difficult market during the crisis, they said, as well as in Great Britain, Ireland, Greece, Spain. In Germany they wrote considerable plus despite the crisis.



“In Russia we are traditionally very strong. Since August 2009 we can also supply custo-

mers directly from the storage-facility in Moscow. Currently the focus is on the develop-

ment in Spain and Italy, also France, though we are very strong there already”. Since February they are present in the Galeries Lafayette Paris at BHV in the Rue de Rivoli with a first shop-in-shop. 5 more shops of this kind at Galeries Lafayette are aimed at (e.g. in Lyon). The subsidiary Digel France, founded two years ago, attends to 500 customers, among them 80 shop-in-shop-areas.

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