



# AGGOZA

## COMPANY PROFILE

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*The Gómez de Zamora family journey in the textile industry started at the beginning of the 1960s. Always a man of vision and great entrepreneurship, Grandfather Gómez de Zamora packed his bags and crossed the border in search of new projects, convinced that the opening of our market towards international fashion trade was only a question of time. A business venture currently into its third generation, where challenges and opportunities are still met with the same passion and determination to follow the evolution of the fashion landscape.*

*“The art of selling is a tough career. Only those who, like true champions, are strong and persevere, will make it to the end”*

Clemente Gómez de Zamora Martín  
(1913 - 1992)



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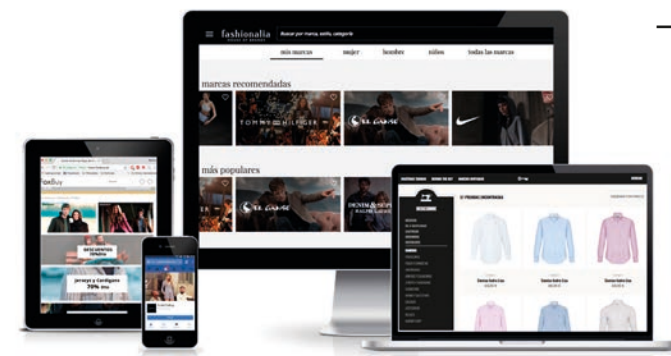
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CHALLENGE**





# HISTORY Over 50 years working with the industry's leading fashion companies.

With his characteristic unrelenting perseverance, full of enthusiasm and following his intuition, he was able to overcome the existing barriers, becoming a pioneer in the distribution of international brands, of which Kangol headwear was amongst his first contracts, thus playing a significant role in the opening and development of what today is a key market for the fashion business.



*True partnership meant sharing business intel and long term objectives, a concept not easily understood at that time.*

From the beginning of our activity as distributors, we entered into negotiation with leading european industrial groups, who were forerunners in considering the intangible assets of their product, beyond quality or its production process, concentrating on the message to be conveyed to its target market, in other words evaluating brand value and recognition.

Over the years our experiences have shaped the nature of our business relationships, strengthening the classic interaction between supplier and distributor, and forging our concept of partnership, at a time when sharing our market business intel and long term common objectives for each project, was far from being common.





**DISTRIBUTION AGREEMENT WITH HUGO BOSS,**

where a specific business unit is created, and where through its own independent sales structure, the successful launch and consolidation of the project is achieved, until 10 years later, a subsidiary is set up by the German company after its acquisition by the Marzotto Group.

**OPENING OF OUR FIRST MONOBRAND RETAIL STORE,**

carried out with Gant in conjunction with one of our key customers under a joint venture agreement.

**NEW BUSINESS FORMAT,**

as an associated point of sales, PVA, where a collaboration exclusive supply agreement is signed with selected accounts, sharing business risk and revenue, to capitalize on full brand potential in particular locations.

**FIRST STEPS IN OUR INTERNATIONAL ACTIVITY.**

we set up distribution contracts with Kangol and Facis, establishing the foundations of our customer base.

**BARBOUR & REPLAY**

incorporated into our group portfolio further expanding our potential customer base.

**OPENING OF E-COMMERCE ACTIVITY,**

supporting the development of the Tenkey brand and our offline direct retail sales through our multibrand online project, and entering into agreements with established online operators.

1962 1985 1987 1988 1989 1992 1996 1999 2006 2013 2014 2016

**MODANIA IS SET UP.**

A second corporate showroom is established in Barcelona as a result of taking over the operations of the Spanish subsidiary of Sportswear International SpA, so that the development of the Stone Island, CP Company & Boneville brands came under our management and supervision. This business today is concentrated in Stone Island, which, 20 years on, maintains its position at the pinnacle of fabric & brand innovation within the world of sportswear.

6 | TIMELINE

**JOINT VENTURES WITH GRUPPO FINANCIERO TESSILE & STEILMANN GRUPPE,**

both developed in order to consolidate our partnership after several years of collaboration, during which, the various brands belonging to each group had generated a significant level of turnover to justify their separation into independent business units. Each subsidiary was expected to further increase their corresponding sales volume, however plans were not met and both business were discontinued by mutual consent in 1999 and 2011 respectively.

**COLABORATION WITH ECI.**

The first shop in shop are agreed for Boss in the menswear department, opening a new line of business for the three parties involved, and paving the way for many other projects that our group has presented and successfully introduced into ECI.

**STRONGEST GROWTH PERIOD,**

due to the addition of La Martina, Belsatff and Gant projects into our business. Under the agreement with Gant we operate under a distribution licence, which allows us to explore the full supply chain, altering our traditional distribution model and coming into contact with the production process.

**ARROW LICENCE AGREEMENT,**

with full responsibility over the development of each seasonal collection within established brand guidelines. An in-house design and sourcing team oversaw the implementation of the product development strategy.

**TENKEY LAUNCH,**

based on the work carried out by the existing design team, and supported by our established suppliers, two monobrand stores were opened becoming the key elements driving the business forward.



# Group structure & organization

The project stems from the strong growth of GANT within CGZ, S.A. Following our guiding principle of maximizing the potential development of each business unit through dedicated management and

concentrated sales force, the separation of this project, from a multibrand environment into a a focussed independent structure, became necessary.

Our 80's business expansion brings around the incorporation of competitive brands which demand a clear differentiation in their sales & brand strategy. In order to guarantee the fulfillment of our partner's objectives Modania, S.A. is set

up, representing the most contemporary brand offer within our group as a result of the posterior absorption of Sportswear International SpA subsidiary, owner of the Stone Island brand among others.

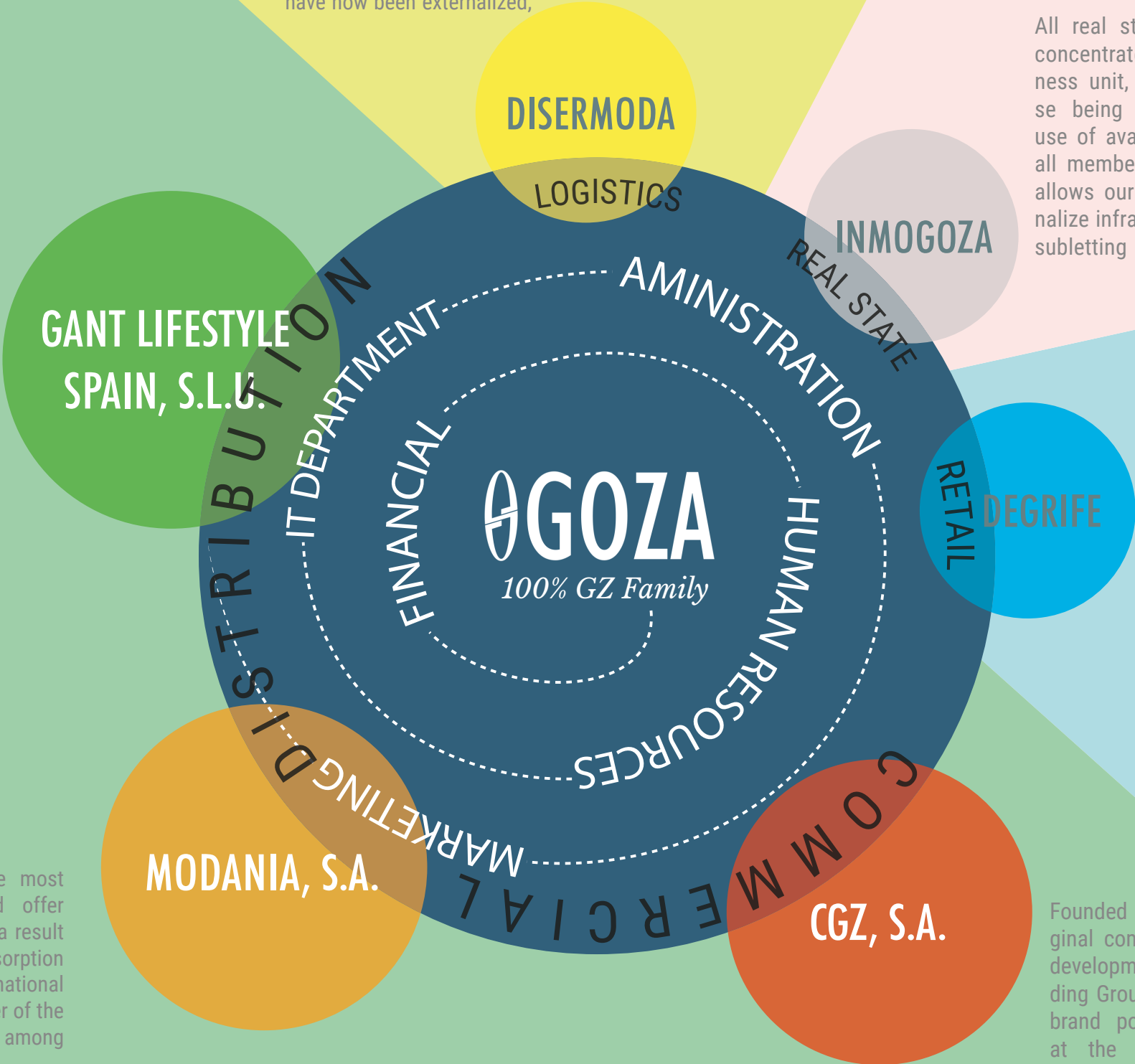
Created to benefit from the economies of scale that a centralized logistics management produced, both in warehousing facilities and transport optimization. However these processes have now been externalized,

and focus has now been placed on control of inventories and those logistics services which our, increasingly important, direct retail activity, in our own stores and at ECI, require.

All real state assets are if necessary, thereby concentrated in this business unit, its sole purpose being the appropriate use of available space by all member companies. It allows our group to rationalize infrastructure costs, subletting to third parties

Retail specialist company of discounted sales is very dedicated to the management of the group's liquidation of stock through the operation of specific points of sales, present in all market distribution channels. The control

Founded 1979, it is the original company behind the development of our holding Group. In principle its brand portfolio is aimed at the more traditional business.





# The meeting POINTS

Our Madrid headquarters hold the administration facilities and central services, showrooms are positioned in a separate area where special attention is placed on their specific branding and decoration. All spaces are enclosed to facilitate the presentation of the corporate message, in many cases further enhanced by particular fixturing supplied by our partners.



The Barcelona office has been conceived to showcase our more contemporary collections. Its design and layout allows for a more uniform and sobre presentation, in which different brand propositions can fit adequately without losing direction or their particular identity.



## SHOWROOM MADRID

EDIFICIO AMURA C/ CANTABRIA, 2 - 1ª PLANTA, ALCOBENDAS (MADRID).



## SHOWROOM BARCELONA

PASEO SAN JUAN, 78. BARCELONA.

WE SEE OUR SHOWROOMS AS STAGES IN WHICH TO PRESENT THE NATURE, DIRECTION AND DEPTH OF EACH COLLECTION, CUSTOMIZING THE CONTEXT AND ATMOSPHERE ACCORDING TO THE SEASON'S MOODBOARD.

LONG STANDING PARTENERED BRANDS:

GANT

Barbour



add



BELSTAFF ENGLAND



SWIMS



Summary of  
**lifetime  
projects.**

**60's**

KANGOL  
FACIS

**80's**

BOSS  
HENRY COTTON  
CIAO  
STONE ISLAND  
REPLAY  
CP COMPANY

**70's**

FINK  
BETTY BARCLAY  
YARELL  
STEILMANN  
STEINBOCK AUSTRIA

**90's**

BARBOUR  
GANT  
REPLAY  
KENZO  
DOLCE & GABBANA

**2000**

CHAPS  
SAVE THE DUCK  
BEN SHERMAN  
AQUASCUTUM  
PRINGLE OF SCOTLAND  
LYLE & SCOTT  
PATRIZIA PEPE  
PENGUIN  
COAST & WEBER & AHAUS  
SAN FRANCISCO

**2017**

*Still going strong...*

**BELSTAFF  
LA MARTINA  
ADD  
GANT  
BARBOUR  
STONE ISLAND  
HARMONT & BLAINE  
TRAMAROSSA  
SWIMS  
WELLENSTEYN  
BROOKSFIELD  
ROY ROGERS**

*Still on  
the look out...*

**WUSHU RUYI  
LOST IN ALBION  
PEZZOL  
NOA NOA  
MOS MOSH  
BLUEMINT  
ACQUARAMA  
BRIGLIA 1949  
ZANELLA**



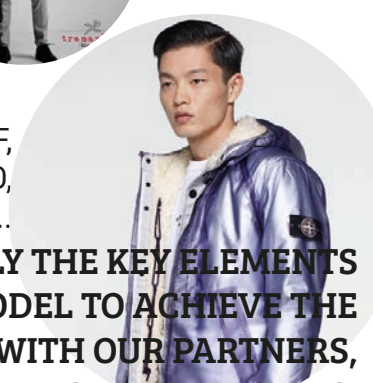
# WHAT HAVE WE ACCOMPLISHED?

## OPENING OF A MARKET PREVIOUSLY INDIFFERENT TO INTERNATIONAL FASHION TRADE.

Facing the typical strong barriers to entry for foreign products, through intense commercial legislative protection and great distribution difficulties.

## BUSINESS REORGANIZATION.

Contacted to organize a denim specific sales team, and manage the implementation of the distribution strategy taking into account the existing buying groups and key accounts. After several seasons of hard work and dedicated efforts Replay was perceived as the reference within our fashion denim sportswear market for men and ladies.



## BRAND RECOGNITION.

GANT was already present in our market before our participation in the project but its presence was insignificant. It represented a global project which took into account all our business knowledge and value added management to all areas of the value chain, from manufacture to distribution. Applying our previous experience to an aggressive marketing plan and investment, resulted in an effective launch and solid development, making Gant today one of the principal sportswear brands within our market.

## LONG TERM PARTNER COLLABORATION.

Our long term commitment is one of main characteristics, as our close collaboration with Barbour indicates. Factors, which together with a great product, result in a winning combination, making a difference to the parties involved, since stability is always a strong differentiating factor, especially during periods of uncertainty. Such has been the case in recent times, despite which Barbour not only has continued to maintain its leading position within the market place, but is yet proving to offer grounds on which to build new business opportunities.

1960  
—  
2017

## BRAND LAUNCH AND CONSOLIDATION.

We managed to effectively segment the formal menswear segment with a clear marketing strategy focussed on distribution channel and potential consumers. Through this tactical approach, which shaped our business model from then onwards, we achieved the differentiation of the lines of business offered by the various collections, successfully introducing them to ECI and making Boss the key brand for premium menswear market across all product categories.

## MARKET SEGMENTATION.

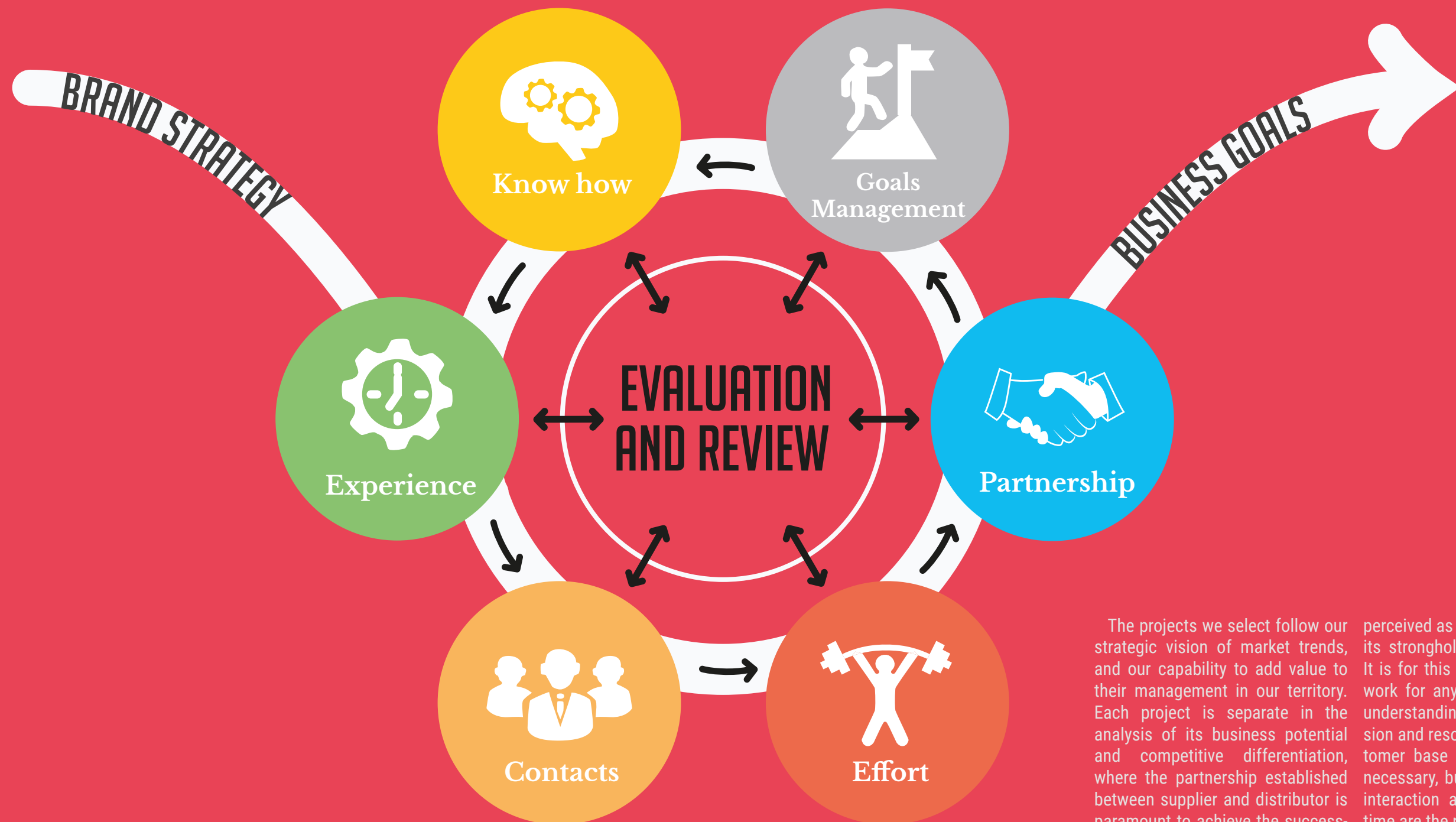
Adopting a specialist sales strategy focussing on a specific business opportunity within a particular distribution channel. Even though this project was very different from our previous collaborations to date, we understood the potential opportunity and followed the steps determined, in conjunction with our partner, to achieve the objective segmentation behind each line of business. This resulted in the development of a significant sales volume for the diffusion and accessories collections launched by Dolce Gabbana S.p.A through establishment of an extensive customer base within the specialist distribution channel, including ECI, thereby becoming one of the leading export markets before the project was discontinued by the owning Group.

SWIMS, TENKEY, BELSTAFF,  
BROOKSFIELD, STONE ISLAND,  
TRAMAROSSA...

**WE CONTINUE TO APPLY THE KEY ELEMENTS BEHIND OUR BUSINESS MODEL TO ACHIEVE THE RESULTS DETERMINED WITH OUR PARTNERS, CONSOLIDATING EXISTING PARTNERSHIPS, EXPLORING NEW POTENTIAL OPPORTUNITIES, AND OPEN TO NEW COLLABORATION FORMATS WHICH MARKET EVOLUTION OR TRANSFORMATION MIGHT REQUIRE.**



# THE KEY ELEMENTS IN OUR BUSINESS MODEL



The projects we select follow our strategic vision of market trends, and our capability to add value to their management in our territory. Each project is separate in the analysis of its business potential and competitive differentiation, where the partnership established between supplier and distributor is paramount to achieve the successful implementation of the brand action plan. A brand can only be fully

perceived as such if time reinforces its stronghold in the marketplace. It is for this reason that our framework for any project is long term, understanding that initial repercussion and resonance with target customer base during introduction is necessary, but maintaining tone of interaction and relevance through time are the real signs of success.



# Current Brand PORTFOLIO

After more than 50 years of market experience we understand the value and importance of Brand longevity and consistency, attributes which might seem obvious but seldom managed successfully.

Adapting to changing trends in the fashion eco system and consumer behavior is far from easy, and keeping abreast of these key factors in market evolution necessarily means adjusting the partners we collaborate with.

## Key Strategic Groups



LUXURY SPORTSWEAR



CONTEMPORARY CASUAL



ATHLEISURE



FASHION COLLABORATIONS

# Introducing *The List*

A BUSINESS GETTING THIS FAR AS A RESULT OF  
WORKING WITH A CAREFULLY CURATED SELECTION  
OF PARTNERS, AND CONSISTENT LONG TERM  
DEDICATED TEAM WORK.

## MENSWEAR

STONE ISLAND

STONE ISLAND  
SHADOW PROJECT

MAHARISHI

K-WAY

MC2  
SAINT BARTH

STUTTERHEIM

BALR.

FAMILY FIRST  
MILANO

BELSTAFF  
ENGLAND 1924

SPALDING  
1876

Barbour

Psycho Bunny

Barbour

BARBOUR  
INTERNATIONAL

Barbour  
BEACON

Brooksfield  
TORINO 1971

TRAMAROSSA

TENKEY

TRUSSARDI  
JEANS

LA MARTINA

Harmont & Blaine

WELLENSTEIN

## WOMENSWEAR

Barbour

K-WAY

STUTTERHEIM

COLMAR

BELSTAFF  
ENGLAND 1924

BARBOUR  
INTERNATIONAL

TRUSSARDI  
JEANS

Juvia

MOS MOSH

XT  
STUDIO

## ACCESORIES

CHIMI

APEPAZZA

red

vibram

SWIMS

WUSHU RUYI

Ermenegildo Zegna  
UNDERWEAR

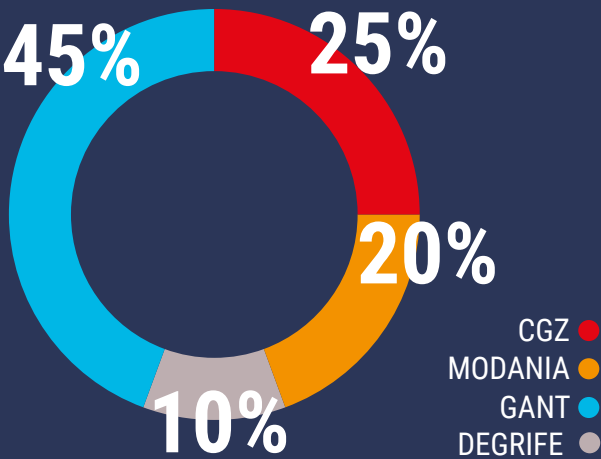


# Distribution CHANNEL mapping

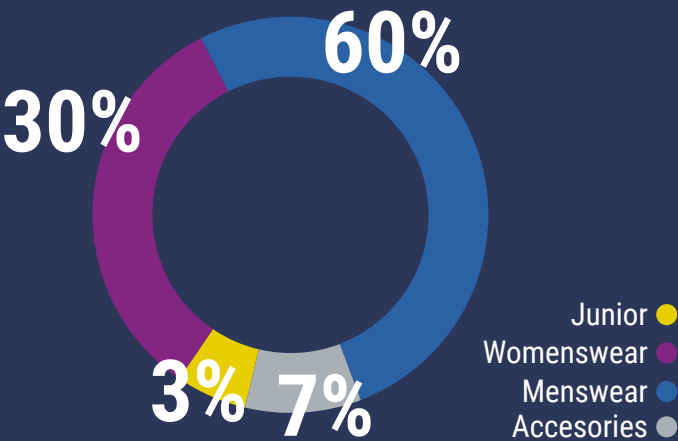
Any new project launched into the market place invariably goes through various phases of implementation. Traditionally the launchpad has been the successful introduction into the multi-brand independent channel, and its subsequent adoption by the prospective consumer before opening up the remaining distribution channels, where marketing strategies, investment plans and strategic collabration increase in relevance. In recent times, the timeline behind these different stages of brand development have been altered, in tune with partner focus and short term business potential opportunities in each individual channel of distribution.

## OGOZA DATA:

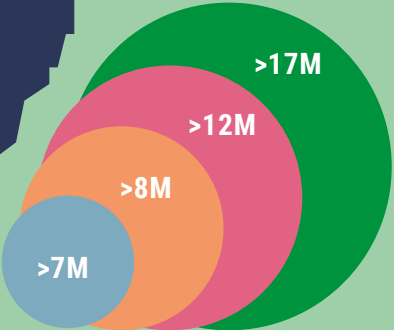
GLOBAL % TURNOVER DISTRIBUTION BY COMPANY



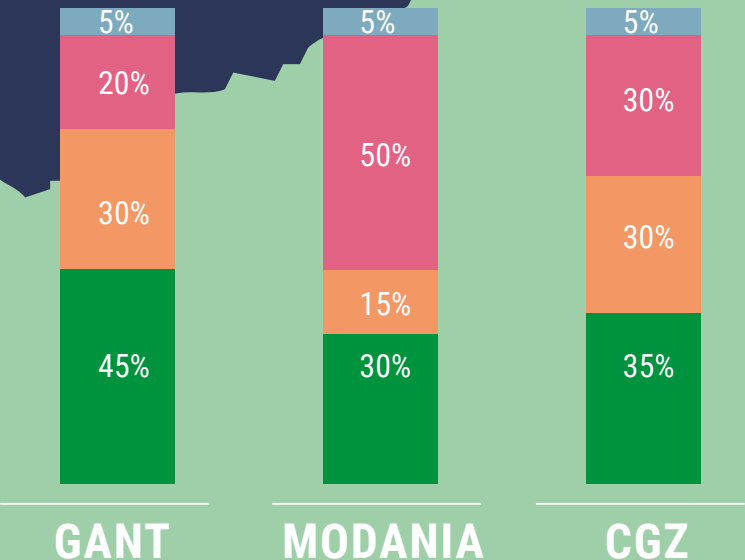
GLOBAL % DISTRIBUTION BY MARKET SEGMENT



GLOBAL € TURNOVER DISTRIBUTION BY CHANNEL



% TURNOVER DISTRIBUTION BY COMPANY & CHANNEL





# RETAIL STORES

Developed in exclusive partnership agreements with selected brands, monobrand retail stores represent the strongest link within the value chain. Therefore their establishment has to reflect favourable market conditions and adequate collaboration arrangements. At a time where market maturity, an intense competitive arena and excessive market noise, complicates access to target audiences, direct retail activity guarantees a consistent message and brand positioning, thus becoming the cornerstone of the consolidation of any project.



## TENKEY

TENKEY BARQUILLO C/ BARQUILLO 45, MADRID · TENKEY LAGASCA C/ LAGASCA 25, MADRID.

## GANT

GANT BARQUILLO C/ BARQUILLO 32, MADRID · GANT VALLADOLID CC VALLSUR, VALLADOLID · GANT LAS ARENAS C/ PAULINO MENDIVIL 18, GETXO · GANT MARBELLA PASEO RIBERA CASA J, LOCALES 1 Y 2, PUERTO BANÚS · GANT MALLORCA C/ UNIÓN 4, PALMA DE MALLORCA · GANT BILBAO C/ COLÓN DE LARREA-TEGUI, 35, LONJA 1, BILBAO



## Barbour

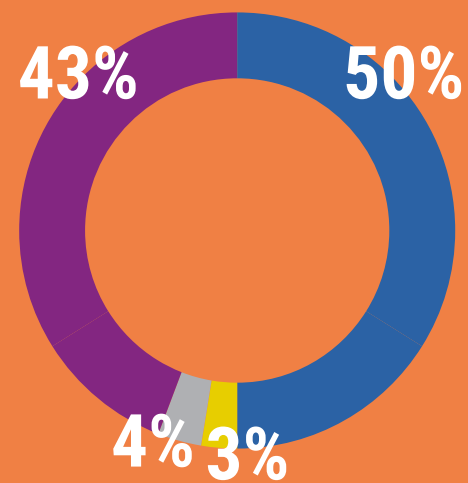
BARBOUR HERITAGE C/ BARQUILLO 42, MADRID · BARBOUR MADRID C/ JORGE JUAN 5, MADRID · BARBOUR SAN SEBASTIÁN C/ FUENTERRABÍA 11, SAN SEBASTIÁN · BARBOUR VITORIA C/ EDUARDO DATO 1, VITORIA · BARBOUR BILBAO C/ IPARRAGUIRRE 33, BILBAO.



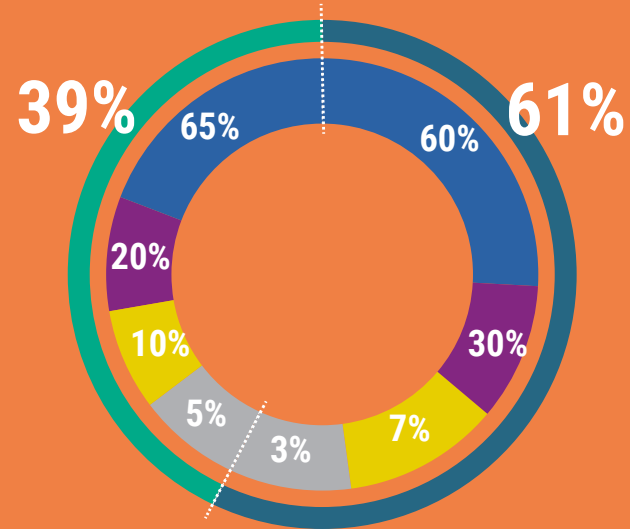
LA MARTINA PUERTO BANÚS MUELLE RIBERA CASA H, MARBELLA.



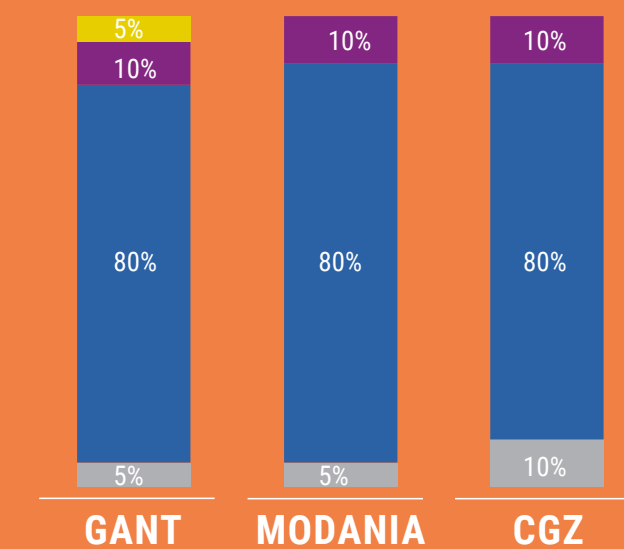
# Group interaction and business activity at EL CORTE INGLÉS.



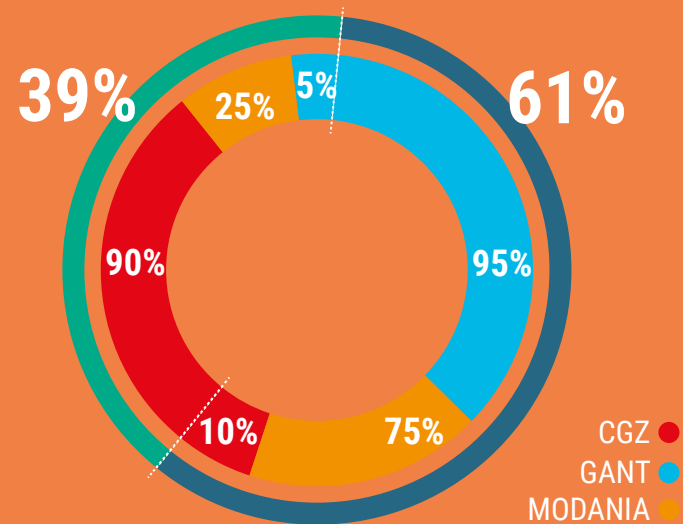
ECI TURNOVER SPLIT BY DEPARTMENT



ECI TURNOVER SPLIT BY BUSINESS FORMAT & DEPARTMENT

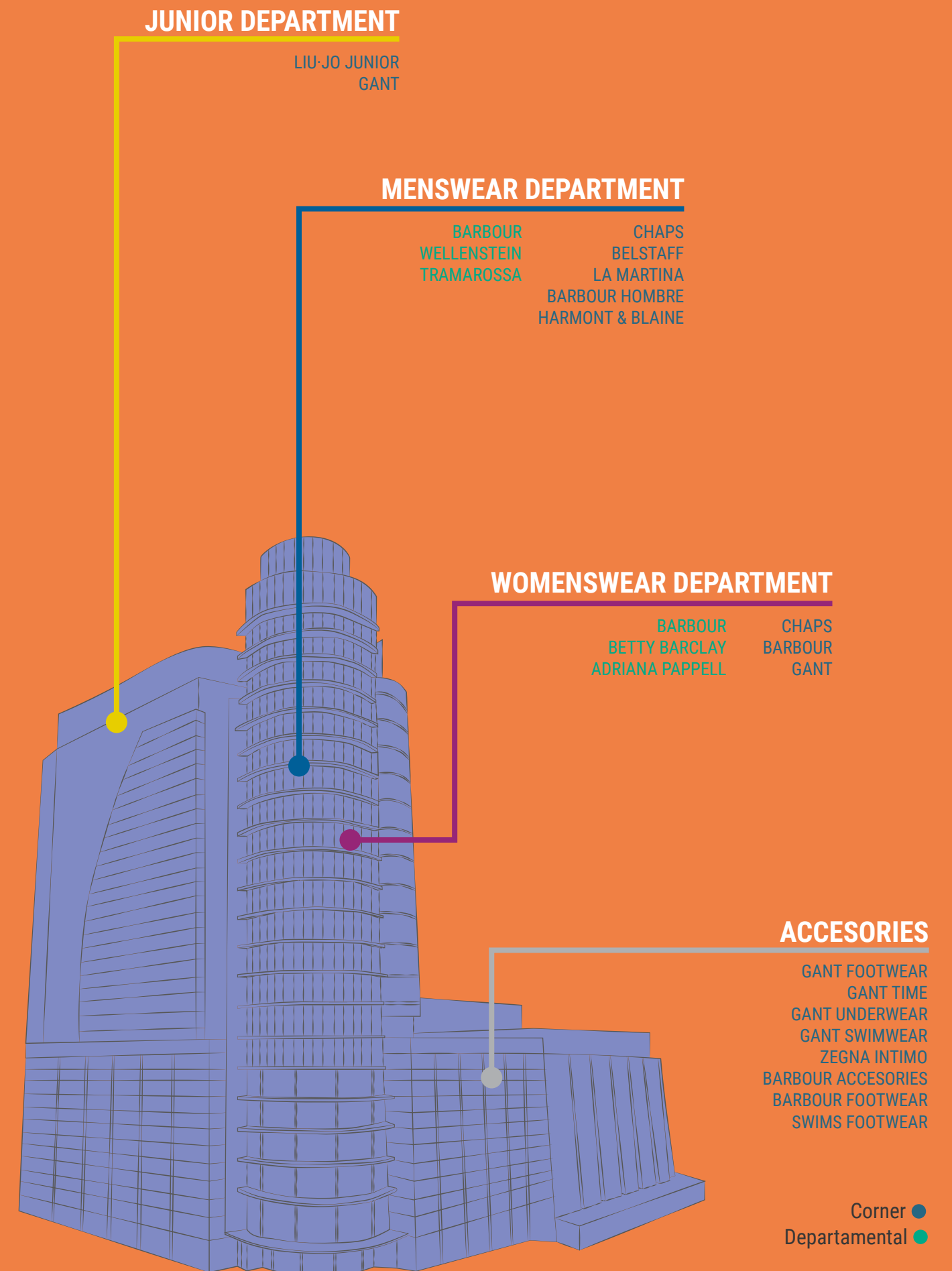


TURNOVER SPLIT BY COMPANY & DEPARTMENT



TURNOVER SPLIT BY COMPANY & BUSINESS FORMAT

ACCESSORIES ● JUNIOR ● WOMENSWEAR ● MENSWEAR ● CLASSIFICATION ● CORNER ●





Key Strategic points  
in our  
**Marketing**  
activity

GETTING A STRONGHOLD

Our own in house team elaborates strategic communication plans customized to suit partner needs in terms of On- or Off-line channel priorities. Having worked with market leaders most of our business life, necessarily means understanding the key role of coordinated marketing activity in guiding the implementation of the selected brand development strategy. Taking into account that recent and radical changes in the market place, has meant adopting and addressing new ways of communicating with target audiences to maintain the relevance of the brand conversation.





# FUTURE CHALLENGES:

## e-commerce

One of our main organizational traits is our inclination to accept and embrace new challenges, as a means of keeping abreast with the latest market and consumer trends affecting the market in which we operate. Therefore moving into the online world is a natural step which we see as part of a two fold strategic move; on the one hand direct corporate ecommerce development to generate business and branding, but on the other, clear opportunities exist with multi brand operators and key partners, such as ECI, to tap into complementary market niches.

### ONLINE OUTLET PLATFORM;

linked to our direct outlet facilities, collaborating in the control of the stock liquidation process.

### SOCIAL MEDIA PRESENCE;

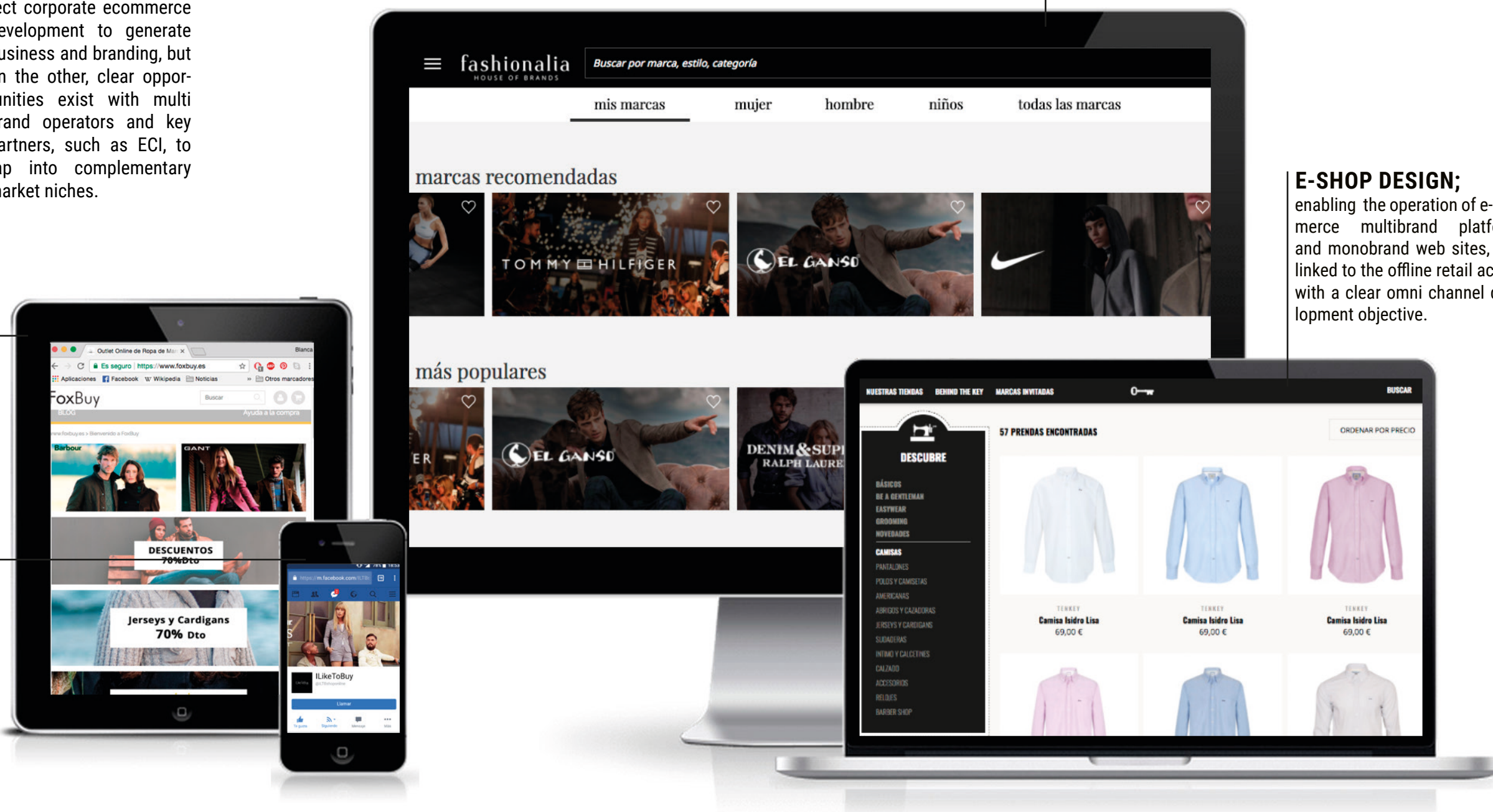
to activate digital advertising and promotional campaigns through our corporate profiles, generating involvement and engaging with our customer base as part of the global sales strategy behind any new launch or established project.

### SELECTED ONLINE PARTNER COLLABORATION;

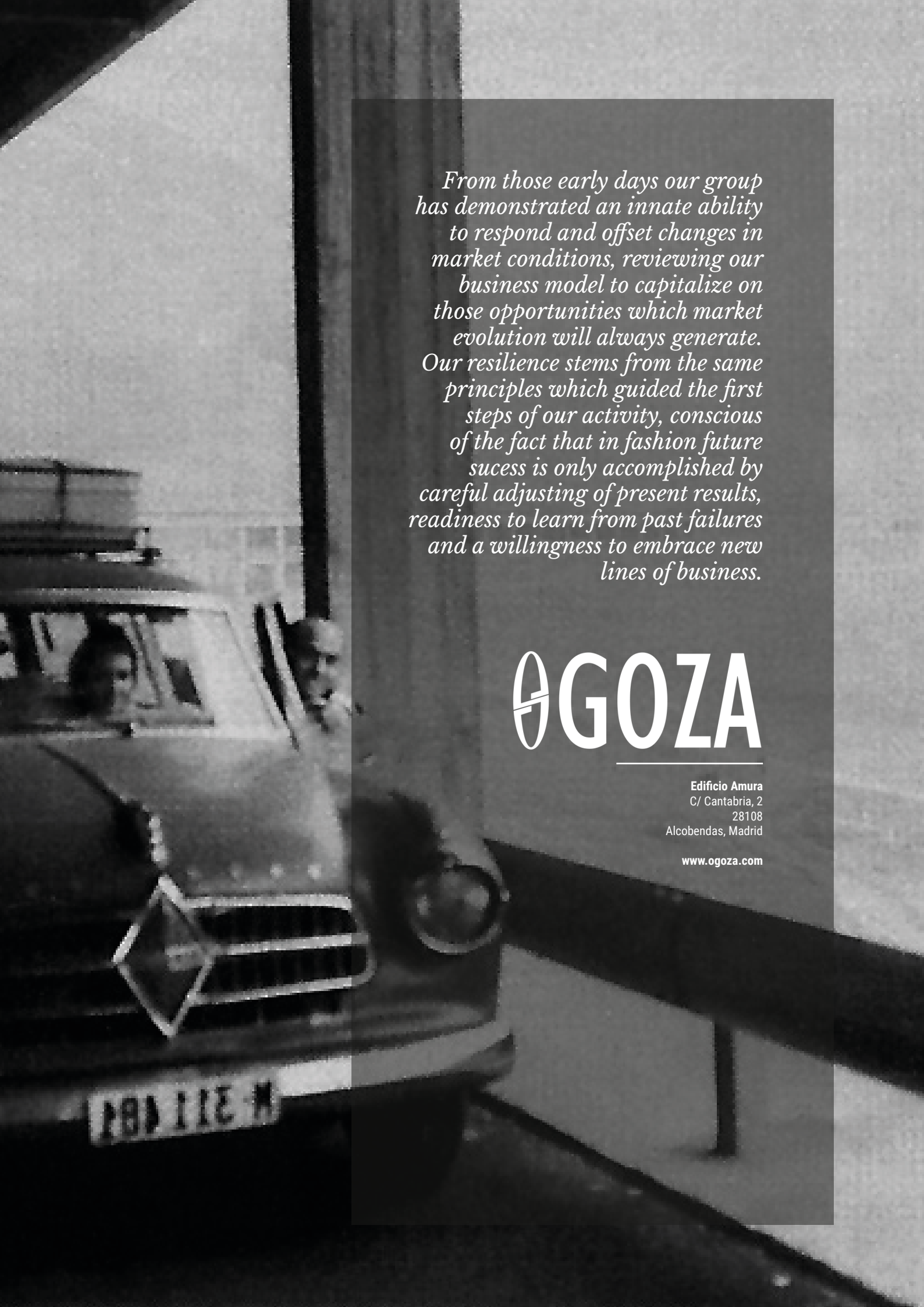
opening of new complementary lines of business with key accounts under a market place business model, currently work in progress with ECI, where a shared revenue and risk scheme is agreed to satisfy demand generated by a new pattern of consumer behaviour.

### E-SHOP DESIGN;

enabling the operation of e-commerce multibrand platforms and monobrand web sites, both linked to the offline retail activity with a clear omni channel development objective.







*From those early days our group  
has demonstrated an innate ability  
to respond and offset changes in  
market conditions, reviewing our  
business model to capitalize on  
those opportunities which market  
evolution will always generate.  
Our resilience stems from the same  
principles which guided the first  
steps of our activity, conscious  
of the fact that in fashion future  
sucess is only accomplished by  
careful adjusting of present results,  
readiness to learn from past failures  
and a willingness to embrace new  
lines of business.*

# OGOZA

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