



AGGOZA

COMPANY PROFILE

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)

INDEX

6

VISUAL RECAP:
BUSINESS ACTIVITY STORY LINE



8 **WHAT ARE WE UP TO:** RECENT ACTIVITY



I6 **MARKET ANALYSIS:** DISTRIBUTION CHANNELS & SALES STRATEGIES



24 **MARKETING:** A KEY STRATEGIC FIELD.



4

50 YEARS DEALING WITH FASHION: OUR BEGINNING

I4

SOME SUCCESS STORIES: GANT, BARBOUR, LA MARTINA... TEAMWORK & DRIVE.



26 **E-COMMERCE:** YET ANOTHER 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 RESTRUCTURE

In order to rationalize the decision making process our activity was clearly divided into individual business units and management teams to attain their respective business targets in the key strategic project identified going forward. Consequently the Barbour business was concentrated in an individual business unit to be managed exclusively in the same way that Gant Lifestyle Spain, S.L. was successfully developed, and all retail operations were unified under what would be the group's retail specialist operator; Degribe, S.A., leaving only one entity to coordinate the remaining multi-brand activity from 2 individual showrooms in Madrid and Barcelona.

2018

2019

2020

CHANNEL FOCUS

The intensity of competition in the market place and the after effect of global and cross border online selling has seen the establishment of different requirements according to the targeted distribution channel. Consumption behaviour varies accordingly hence driving sales volume in each case requires careful study and analysis of product exclusives, commercial agreements or even deliveries, where the competitive advantage to be achieved depends on the particular mix of these variables. We have recognized this significant change in market structure and have adapted by establishing independent management teams to provide a coordinated and adequate response to the challenges faced by our partners when dealing with each distribution channel, and where our business with ECI is possibly the best example of this recent strategic reorientation.

2022

TO BE

2023

GANT SALES

After 2 years of intense negotiations Gant AB took over Gant Lifestyle Spain, which had, for more than 20 years, successfully launched and built the Gant brand in Spain across all distribution channels. The take over included all existing operations and personnel, and due to the nature of the agreement and to how effectively the deal was managed the brand was able to continue its business activity with little or no collateral damage to its market standing.

RETAIL EXPANSION

Our current technological capabilities and the success of our omni channel model, together with traditional retail expertise and know how acquired over the past few years has encouraged our group to increase its focus and investment in the opening of new retail opportunities mainly concentrated in one of our key partner brands; Barbour, but keen to consider other viable options within our portfolio, and in any case not restricted to any other potential operators in search of retail partners, as is the case of Timberland.

CONTINUED...

Group structure & organization

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, letting to third parties

Through the successful implementation of this strategy in our market we entered into negotiations with Gant Holding AB to effectively take over the business, a process which was completed on November 2020 to the satisfaction of all parties concerned.

GANT LIFESTYLE SPAIN, S.L.U.

DISERMODA

LOGISTICS

INMOGOZA

NOVEMBER 2020

Though initially being founded to effectively manage and control the liquidation of excess stock through the operation of specific outlets, the retail know how and expertise that was acquired over time prompted the company focus on the development of its regular full price retail activity, opening Barbour monobrand stores and becoming the retail specialist company leading the way in the development of the retail strategy which is currently at the core of our business expansion.

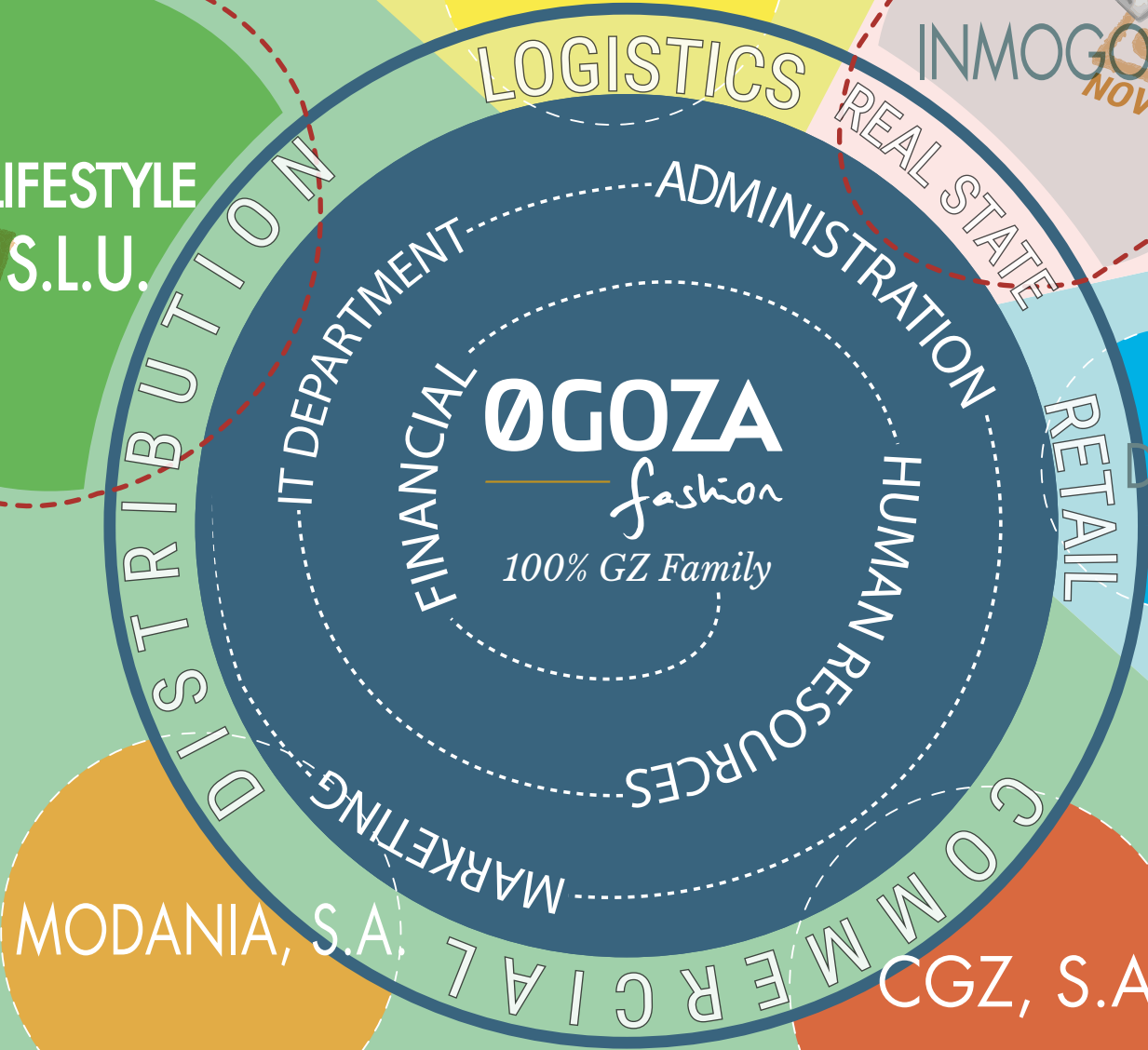
DEGRIFE

CGZ, S.A.

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 market segment, but able to identify & evaluate different market opportunities, and adapt accordingly to further expand our line of business.

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.

MODANIA, S.A.



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.



SHOWROOM MADRID

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



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 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 KEY PARTNER BRANDS:

Barbour



harmont&blaine

TRAMAROSSA



STONE ISLAND

MAHARISHI BALR.

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

2023

Still going strong...

BARBOUR
STONE ISLAND
HARMONT & BLAINE
TRAMAROSSA
BELSTAFF

*...always on the lookout for
remarkable newcomers*

MAHARISHI
120% LINO
COLMAR
PSYCHO BUNNY
DISCLAIMER
FAMILY FIRST
DIGEL

WHAT HAVE WE ACCOMPLISHED?

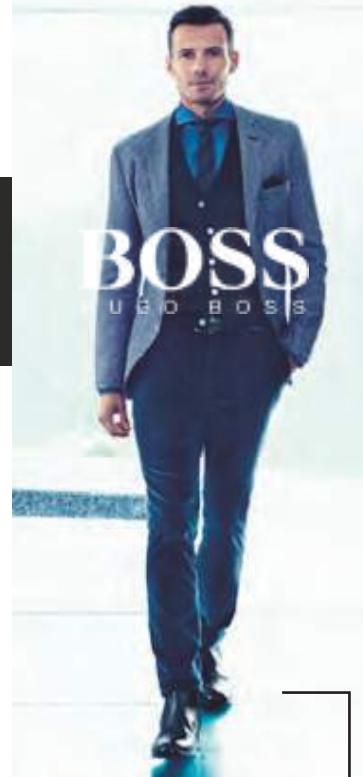
Our involvement and successful partnership with key brand projects has effectively allowed us to adapt to the market through time, and harness the different business opportunity these key brands opened up in the marketplace.

OPENING OF A MARKET PREVIOUSLY INDIFFERENT TO INTERNATIONAL FASHION TRADE. GRUPPO FINZIERO TESSILE.

The beginning of our business activity in the early 60's was challenged by the traditional administrative, commercial and legislative barriers with which emerging economies protect their local trade, factors which were successfully overcome through our persistence and competitive drive.

BUSINESS REORGANIZATION. REPLAY.

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 market for men and ladies.



BRAND LAUNCH. BOSS.

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.

BRAND POSITIONING.

GANT was already present in our market prior to our involvement but with no significant brand awareness or representation. We recognized the brand's potential and the opportunity its licence model offered us implement the marketing and distribution strategy which we understood was necessary to replicate the success achieved with our other key partners. This work method has since become our business model, where we have verified that volume is driven by effective and sustainable brand positioning, and where in Gant's case we were able to make it become one of the principal sportswear brands within our market, its success finally resulting in GANT HOLDING AB buying back the business in 2020.



MARKET SPECIALISTS.

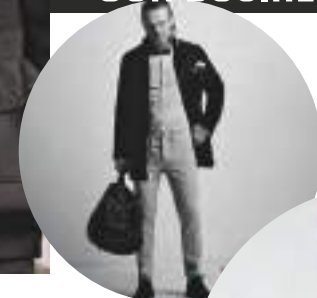
We pride ourselves in our ability to gauge very different and specific business opportunities and tailoring our commercial strategy to fit the targeted distribution channel requirements. When we partnered with Dolce & Gabbana S.p.A. to manage the development of their underwear and accessory ranges, we agreed that a specialist sales strategy and team had to be put in place with clear guidelines to achieve the objective market segmentation for each individual line of business. This resulted in the development of a significant sales volume through the establishment of an extensive specialist customer base for these ranges including a solid penetration within the principal department store in our market, El Corte Ingles.

LONG TERM PARTNER COLLABORATION.

Our long term commitment is part of our corporate values and has shaped our business culture, reflected in the strength of our key partnerships of which Barbour or Stone Island are probably the most significant representatives. A strong collaboration results for the close team work that time, effort and dedication encourages, factors which together with great product and a clear focused strategy, provide a winning combination. From our experience stability within any business partnership is a key competitive advantage, which during periods of uncertainty which are typical of the market we deal with, becomes that unique value that makes a brand stand out from its competitors. In this respect Barbour, long past its centenary, has not only been able to maintain a leading position within the market place but through its heritage, sustainability credentials and various premium collaborations, but is laying the grounds for the development of new business opportunities.



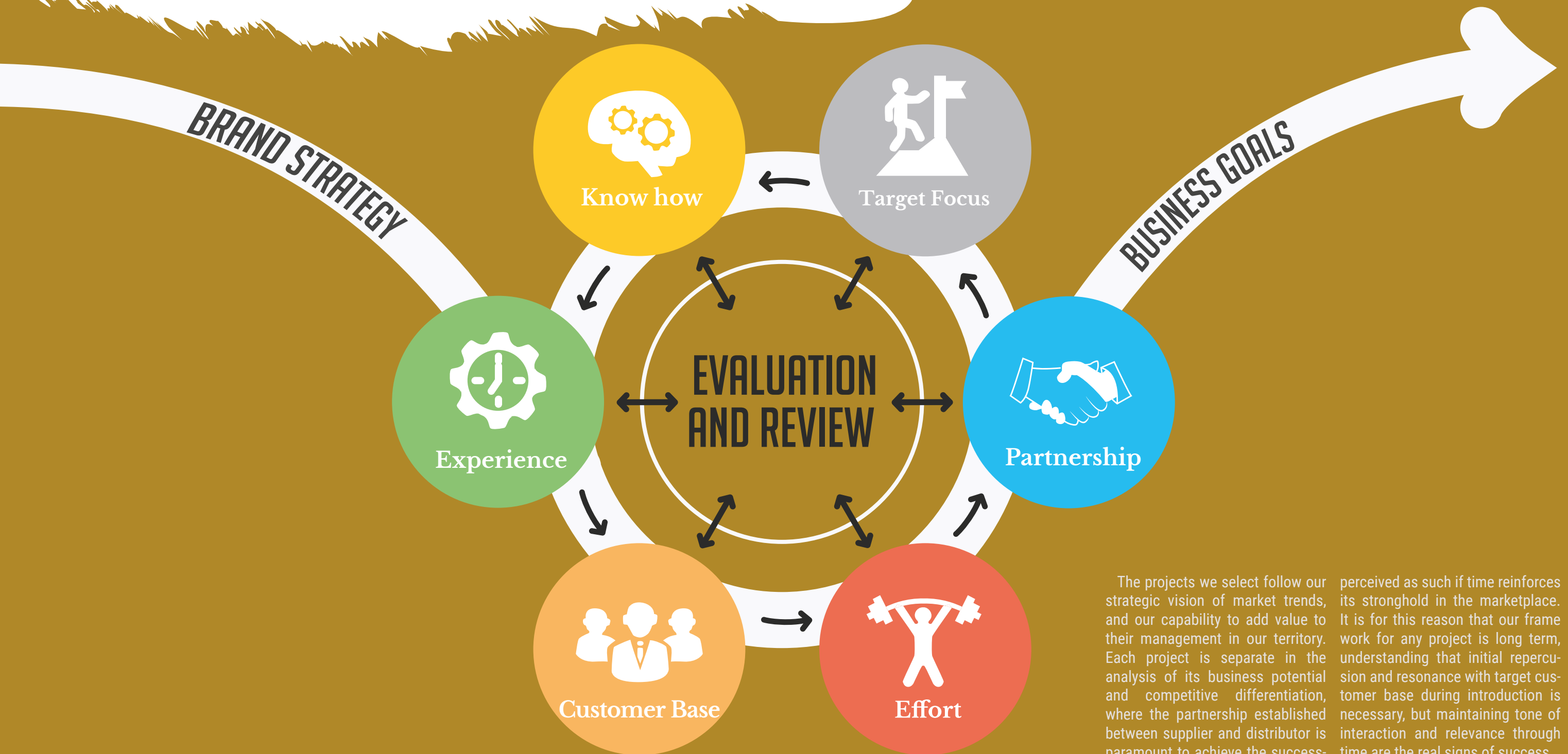
ALWAYS STRIVING AND GEARED TOWARDS ATTAINING OUR BUSINESS GOALS



BALR., TENKEY, BELSTAFF, TIMBERLAND, STONE ISLAND, TRAMAROSSA...

WE CONTINUE TO APPLY THE KEY ELEMENTS BEHIND OUR BUSINESS MODEL TO ACHIEVE SUSTAINABLE LONG TERM OBJECTIVES, 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 frame work 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 Focus THEMES



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

MAHARISHI

BELSTAFF

MC2
SAINT BARTH

MA:STRUM

BALR.

FAMILY FIRST

DISCLAIMER

Psycho Bunny

TENKEY

120%
LINO
NATURAL LUXURY

Barbour

BARBOUR
INTERNATIONAL

TRAMAROSSA

COLMAR

harmont&blaine

LA MARTINA
BUENOS AIRES

WOMENSWEAR

Barbour

120%
LINO
NATURAL LUXURY

COLMAR

BARBOUR
INTERNATIONAL

Juvia

ACCESORIES & FOOTWEAR

SWIMS

SUPERGA
LA SCARPA DEGLI ITALIANI

Barbour
FOOTWEAR

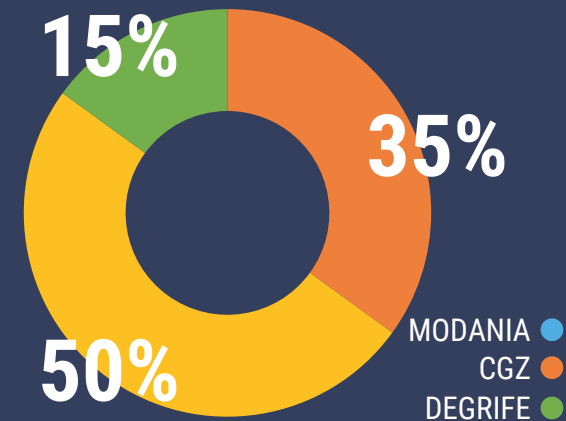
BARBOUR
INTERNATIONAL
FOOTWEAR
MOTORCYCLING HERITAGE SINCE 1936

Distribution CHANNEL mapping

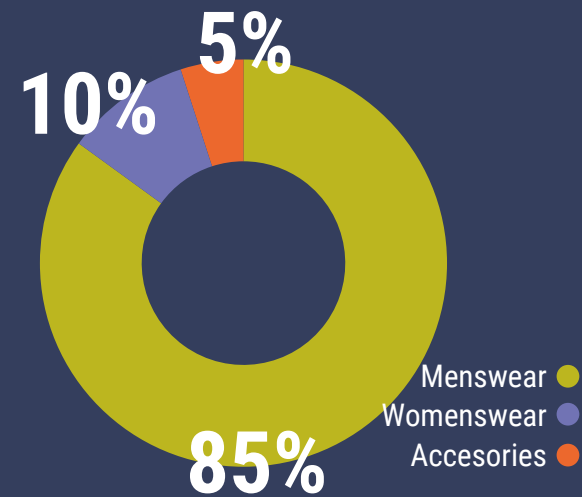
Any new project launched into the market place invariably goes through various phases of implementation. Traditionally the launchpad has been the successful introduction into the multi-brand independent channel, and its subsequent adoption by the prospective consumer before opening up the remaining distribution 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:

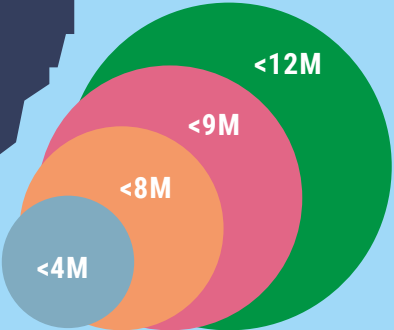
GLOBAL % TURNOVER DISTRIBUTION BY COMPANY



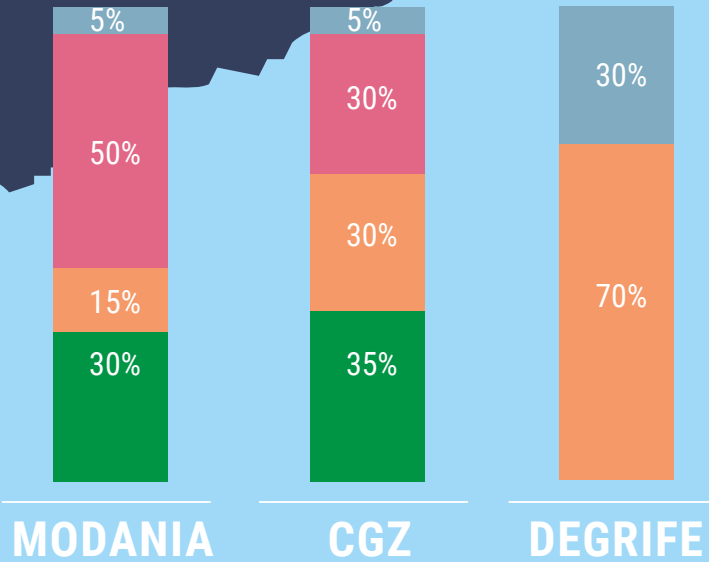
GLOBAL % DISTRIBUTION BY MARKET SEGMENT



GLOBAL € TURNOVER VALUE 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.

Timberland 

TIMBERLAND DONOSTI



TENKEY

TENKEY CALEIDO
C.C. CALEIDO MADRID



Barbour

BARBOUR MADRID
BARBOUR SAN SEBASTIÁN
BARBOUR VITORIA
BARBOUR BILBAO
BARBOUR A CORUÑA

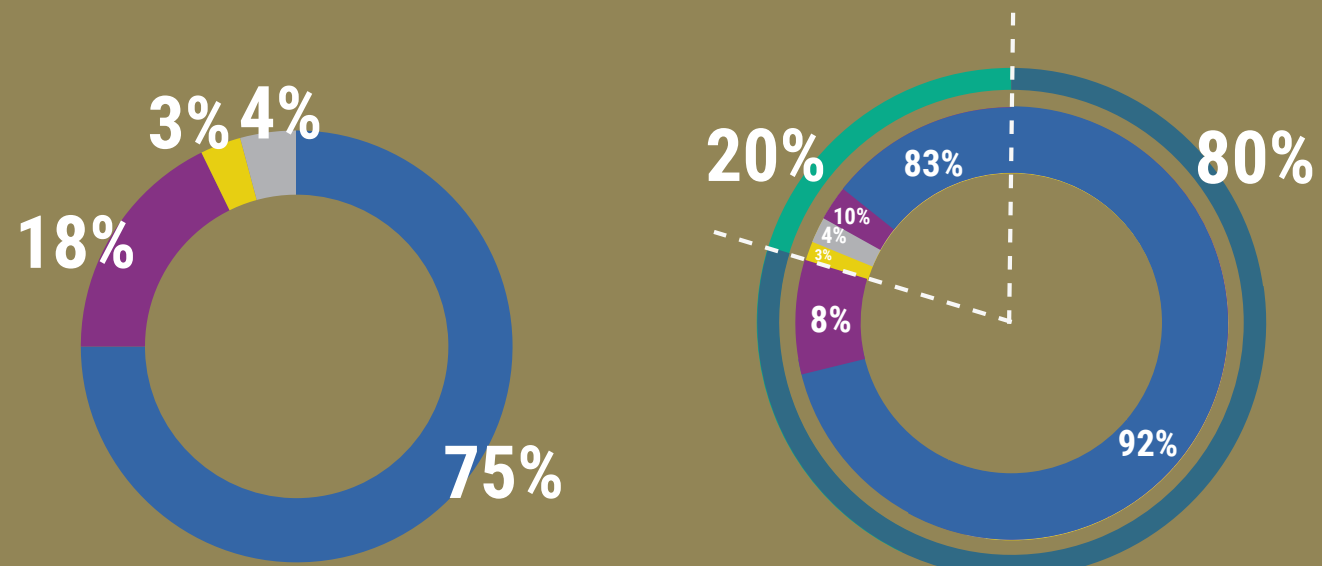



LA MARTINA
BUENOS AIRES

LA MARTINA PUERTO BANÚS

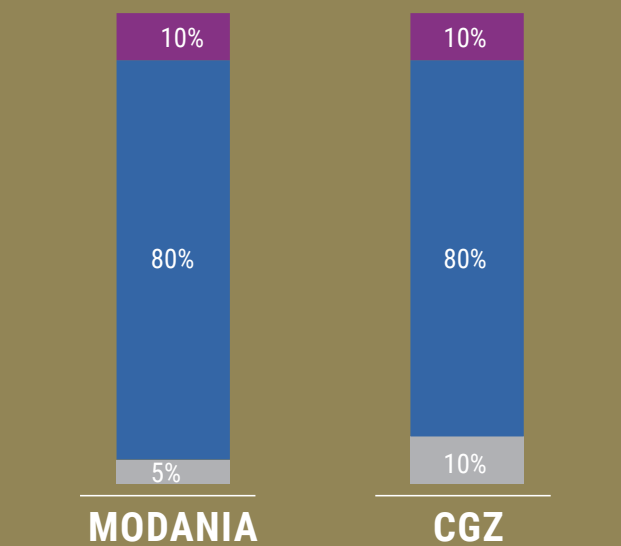


Group interaction and business activity at EL CORTE INGLÉS.

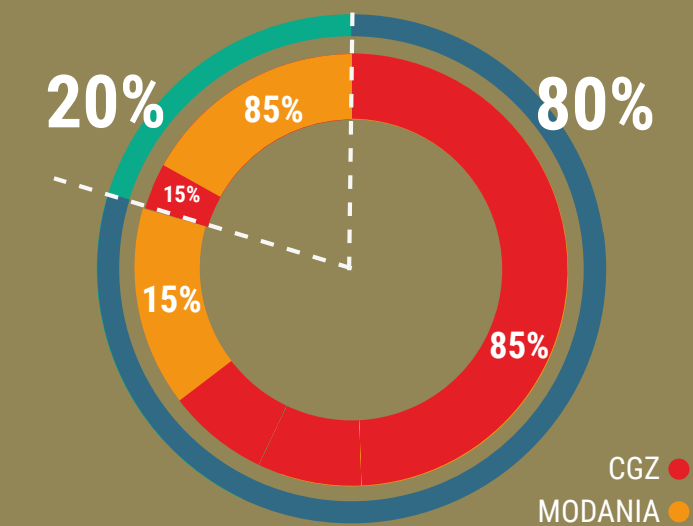


ECI TURNOVER SPLIT BY DEPARTMENT

ECI TURNOVER SPLIT BY BUSINESS FORMAT & DEPARTMENT



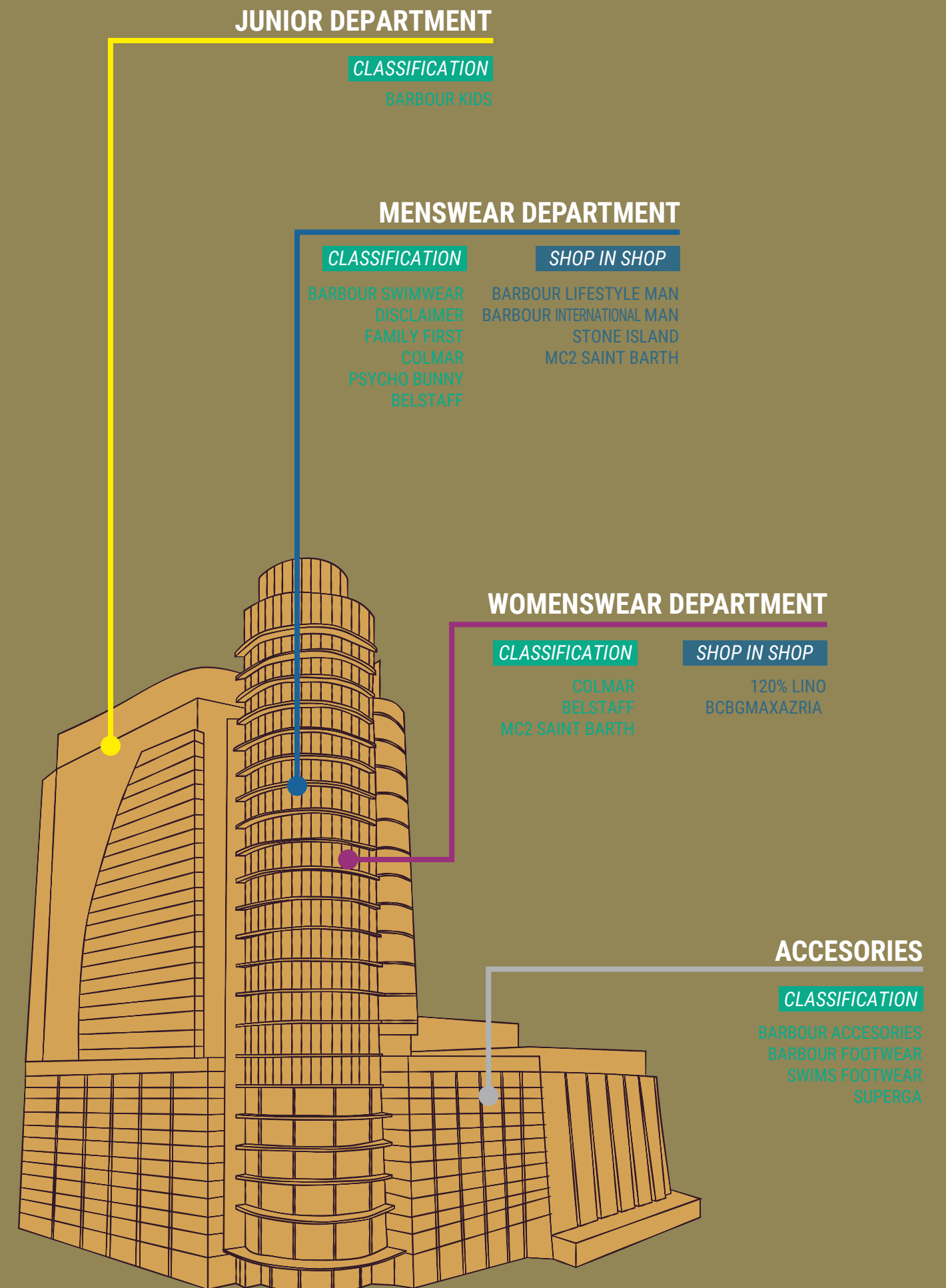
TURNOVER SPLIT BY COMPANY & DEPARTMENT



TURNOVER SPLIT BY COMPANY & BUSINESS FORMAT

CGZ ●
MODANIA ●

ACCESSORIES ● JUNIOR ● WOMENSWEAR ● MENSWEAR ● CLASSIFICATION ● SHOP IN SHOP ●



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 will to accept and embrace new challenges, as a means of keeping abreast of emerging market and consumer trends potentially affecting our business. Therefore our digital transformation has been part of a two fold strategy, firstly the development of corporate online capabilities to generate direct business and branding, and secondly to explore additional growth opportunities with our existing customer base and key accounts, through the extension of the services and support that an online B2B platform allows.

ONLINE OUTLET PLATFORM;

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

SOCIAL MEDIA PRESENCE;

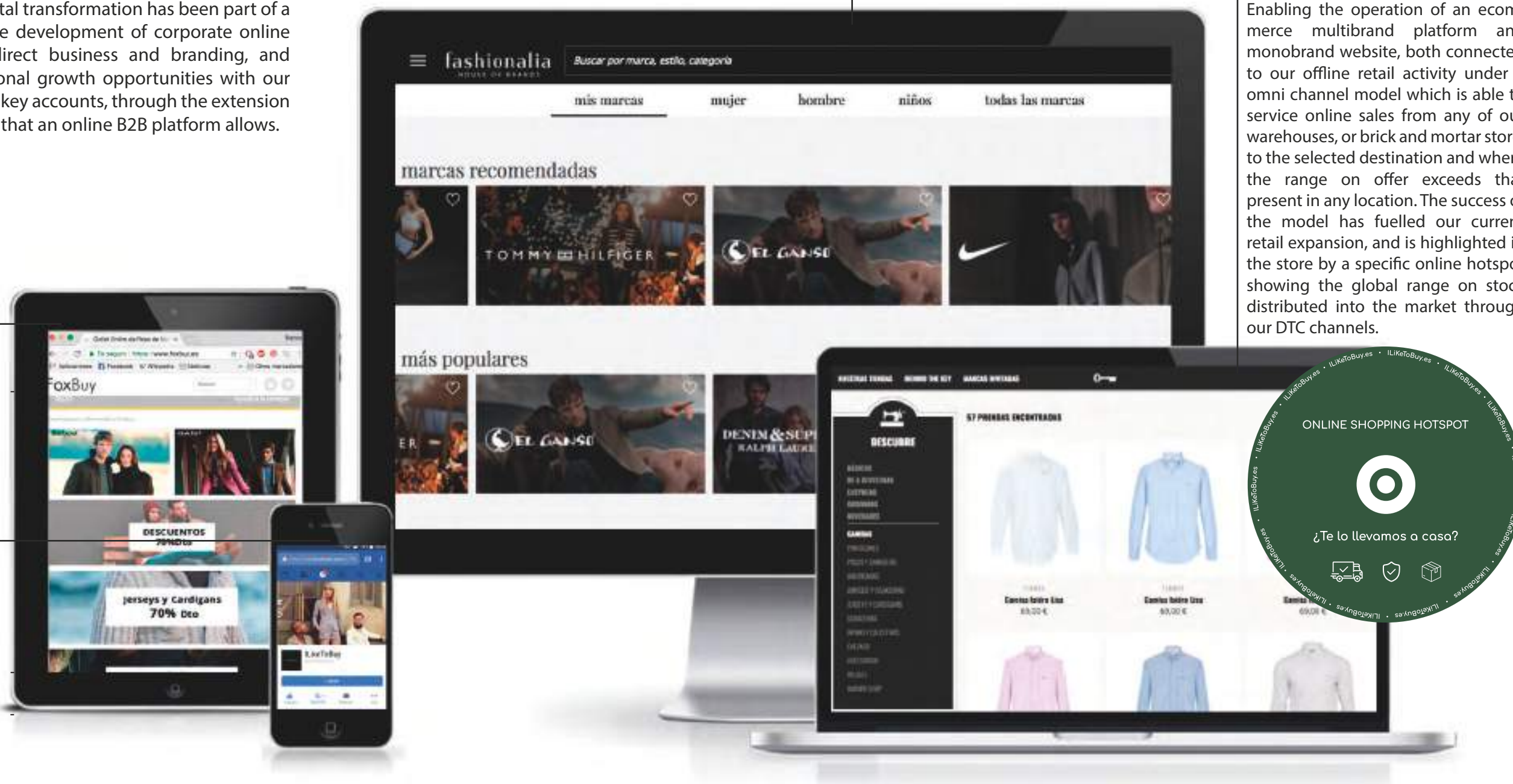
to activate digital advertising and promotional campaigns through our corporate profiles, generating involvement and engaging with our customer base as part of the global sales strategy behind any new launch or established project.

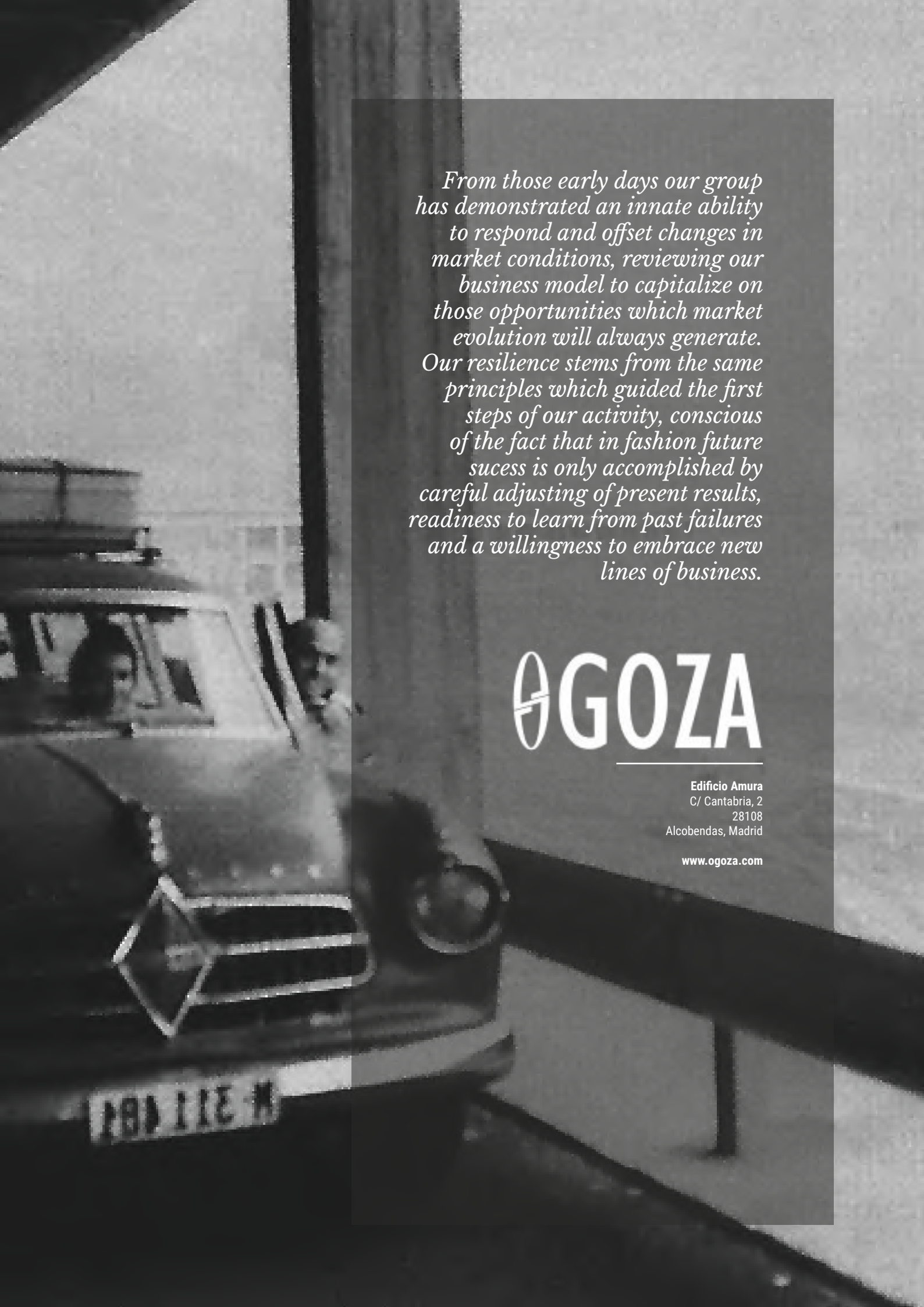
SELECTED ONLINE PARTNER COLLABORATION;

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 an e-commerce multibrand platform and monobrand website, both connected to our offline retail activity under a omni channel model which is able to service online sales from any of our warehouses, or brick and mortar store, to the selected destination and where the range on offer exceeds that present in any location. The success of the model has fuelled our current retail expansion, and is highlighted in the store by a specific online hotspot showing the global range on stock distributed into the market through our DTC channels.





*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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