

Making a Path by Walking it

The Olsen Story

In 1901 the Hamburg merchant Alfred L. Wolff founds a trading company, which is family-owned to the present day

1959 Alfred L. Wolff's son, Manfred Wolff, starts importing knitwear from the Far East, laying the foundation stone for the company's Fashion division. Over the following years, the company builds its expertise in fashion textiles. The collections, which initially focus on Olsen's core competence of Knitwear/Shirts, are complemented by the product groups Jackets, Skirts, Trousers, Blouses, Outdoor and Accessories.

In **1997** the company consolidates its market presence by forcefully continuing its strong brand strategy in the domestic market and abroad; the Olsen label is founded. The British fashion trade magazine "Drapers Record awards Olsen the Fashion Retail Award "Brand of the Year" 1997.

1998 Olsen is awarded the gold medal for "Best Women's Suit" at the International Fashion Show in Poznan, Poland. This prize is awarded by Poznan International Fair Ltd. for the best exhibitor at the Polish Fashion Week.

2000 Olsen launches a new advertising campaign featuring three popular German actresses as brand ambassadors. The brand opens international partner stores in Moscow, Riga, Vienna, Dubai and many other major cities.

2002 The brand's recall value in Germany is 25%. Internationally, Olsen is represented in more than 50 countries worldwide.

2003 The company makes decisive modifications to its order and delivery cycles. From July on, instead of the previous four annual collections, Olsen now presents six collections per year.

2004 Olsen takes a further important step towards consolidating the label as a lifestyle brand by granting licenses for bags, scarves and belts. Olsen opens its first showroom in France at the beginning of the year.

2005 At the end of February the first Olsen store opens in Canada/Toronto.

2006 According to the Brigitte Communications Survey, Olsen's brand recall value has risen to 35%. Olsen expands its export activities, with Russia fast emerging as an increasingly important market for the Hamburg-based fashion company. There are 60 Olsen stores in the country, of which 29 are in the capital, Moscow, which is Olsen's secret capital. New Olsen stores are opening here almost on a monthly basis.



2007 In the textile industry study Women's Knitwear and Shirts, published in September 2007, Olsen attains the top position in a survey asking German textile retailers to name "Germany's leading light in Knitwear and Shirts".

2008 According to the new Brigitte Communications Survey, Olsen has further increased its brand recall value to 40%.

2009 Olsen launches the "Empowering Women Worldwide" initiative which provides sustainable aid for textile projects all around the world. In Vietnam, the children's aid charity Plan and Olsen cooperate to set up the project "The Friendship Collection". Nearly all the pieces in this limited Friendship Edition are exquisitely embroidered by women from the Vietnamese village of Van Ly. In October, Olsen introduces a new POS look and launches the label's own online shop.

2010 Confident Sexy: the evolution of the Olsen brand. Now, the collections are no longer exclusively presented by models, but by beautiful, self-assured women whose charisma and life stories are out of the ordinary. For the new campaign, Olsen is working with the London photographer Magnus Reed. Since October, Olsen has also been available to purchase online in Canada, UK, Poland, France, The Netherlands, Austria, Ireland, Denmark, Finland and Sweden. In Canada, Olsen received the CSR Award 2010 for sustainable, socially responsible projects.

Managing Partners

Manfred A. Wolff
Carl Michael Wolff

Managing Directors

Andrea Wolff, Anja Schübeler

Subsidiaries

France - United Kingdom - Canada - Poland - Russia - Switzerland - USA

Sales In 42 Countries

Armenia - Australia - Austria - Azerbaijan - Belarus - Belgium - Canada - Croatia - Cyprus - Czech Republic - Denmark - Estonia
Finland - France - Germany - Greece - Hungary - Ireland - Iceland - Israel - Jordan - Kazakhstan - Latvia - Lebanon - Liechtenstein
Moldavia - Netherlands - Netherlands Antilles - New Zealand - Norway - Portugal - Rumania - Sweden - Slovakia - Slovenia
Spain - Switzerland - Taiwan - Ukraine - United Kingdom - USA - Uzbekistan

Wholesale

Around 1,500 domestic customers / 1,650 international retailers,
boutiques, chains and department stores

Retail

Olsen Stores: 76 international
Shop-in-Shop / Corners: 450 national, 115 international
Concessions : 10 national, 61 international

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