

Charles Vögele Gazette

2010/2011/N°1

Til Schweiger Male Brand Ambassador

Charles Vögele Fashion Days Zurich

The New Collections

Penélope and Mónica Cruz for

Biaggini Violet

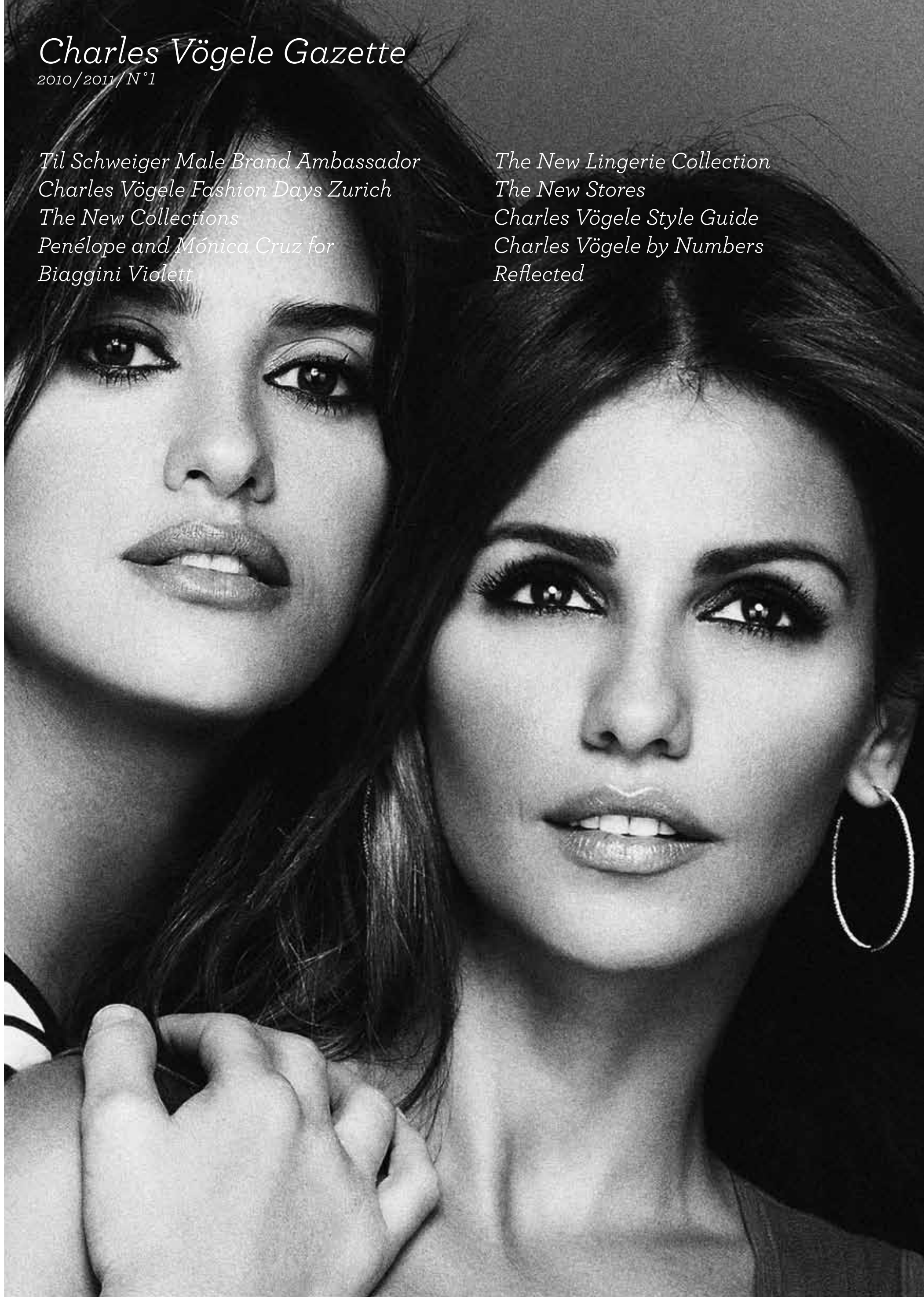
The New Lingerie Collection

The New Stores

Charles Vögele Style Guide

Charles Vögele by Numbers

Reflected



“an amazing

Penélope and Mónica Cruz

ing brand”



— 06 —

— —



— 08 —



— 10 —

— —

— —

— —

— —

PUBLICATION DETAILS

PUBLISHED BY

Charles Vögele Holding AG, Switzerland

CONCEPT/DESIGN

hilda design matters, Zurich

PHOTOGRAPHY

Mert & Marcus, cover/page 12

Esad Cicic, pages 6-7

Stefan Knauer, pages 8-11, 13

Andreas Mader, page 14

David Burton, pages 16-17

Johannes Vogt, pages 18-21

Alex Colle, pages 26-27

Michael Lio, pages 24-25/30-31

PRINTING

Neidhart + Schön Group, Zurich

www.charles-voegele.com



— 14 —

— —



— 18 —



— 20 —

— —

— —

— —



— 22 —

— —



— 24 —

— —

— —

— —



— 30 —

— —

Highlights

WELCOME!

2010 was a year of beginnings, with lots of dynamic creativity, glamour and extravagant fashion: Penélope and Mónica Cruz and Til Schweiger joined us as brand ambassadors, Charles Vögele launched a lingerie collection, and we signed on as title sponsor of Zurich's Fashion Days until 2012.

2010 was a year of change: processes were optimized, the marketing mix was refocused, merchandising reorganized, the sourcing process put on a new footing, and logistics processes improved. Last year's highlights certainly included the roll-out of the new store design. 70 stores in nine countries are already fitted out in the new style. As well as Zurich, Bern has had a new Flagship Store in the updated design since October. The group-wide introduction of our state-of-the-art new store concept is progressing at a high tempo. The aim is to equip all stores with the new visual merchandising by 2013, and to convert 50% of all stores by 2013. Since August, the pace of collection release has doubled: we are now putting eight new collections a year into our stores. Charles Vögele has also been publishing a new fashion magazine since spring. Covering a wide range of subjects, the magazine is testament to the company's increased fashion credentials.

The more emotional advertising we have just launched underlines Charles Vögele's fashion expertise and highlights the way it has modernized itself. We're proud that Charles Vögele has managed to secure Penélope and Mónica Cruz and Til Schweiger as brand ambassadors. They are a perfect match for our brand. Despite their worldwide success, all three ambassadors have their feet firmly on the ground; and with their charisma, joie de vivre, philosophy and fashion sense they are

a perfect fit for Charles Vögele. The two sisters are designing their own collections for the Biaggini Violet brand. Til Schweiger's work with us will also include designing his own collection for Biaggini Violet, scheduled for launch in autumn 2011. Til's collection will reflect his style - an authentic masculine mix of city and casual looks.

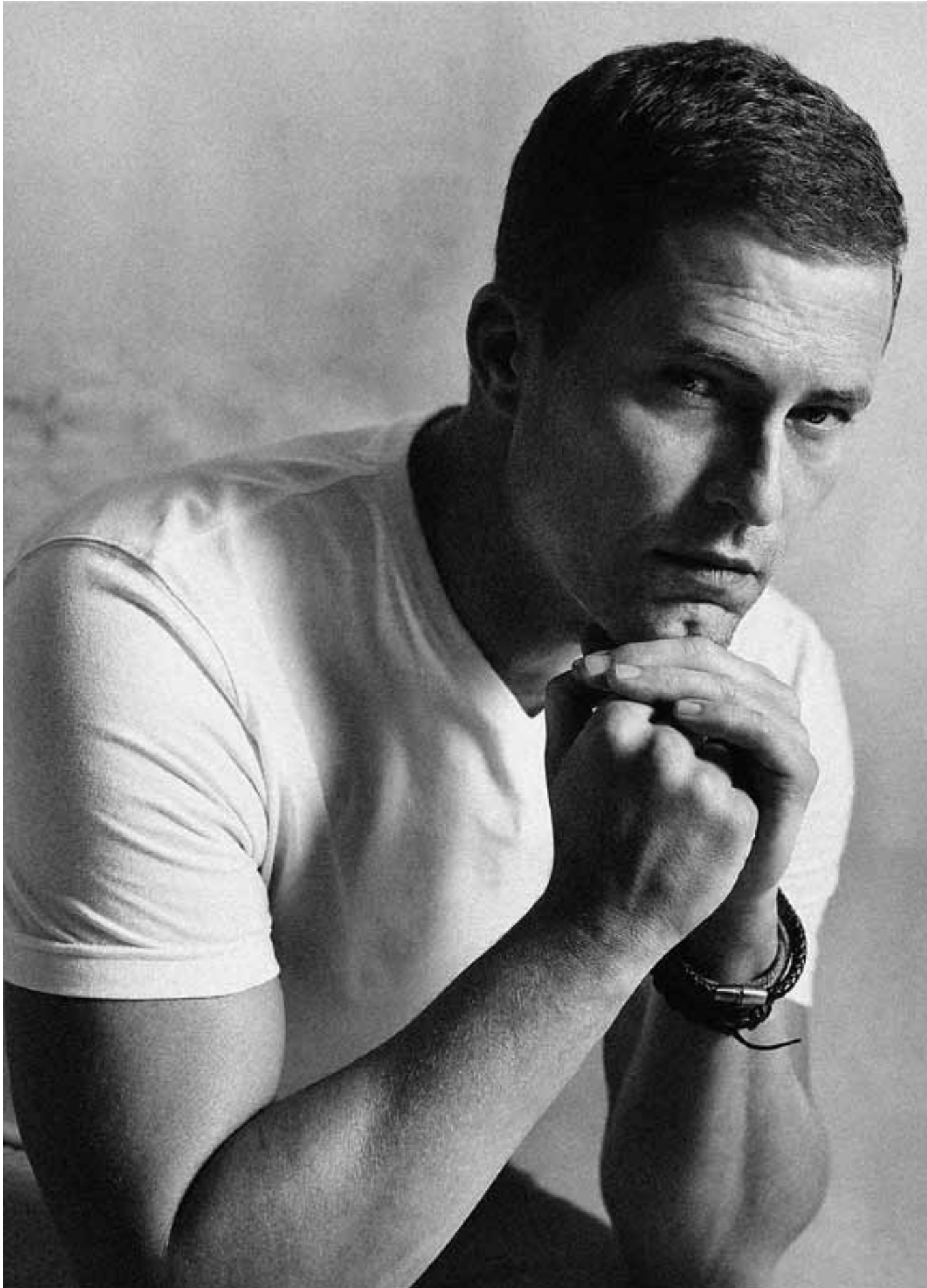
Since September, Charles Vögele has successfully expanded its accessories offering and is introducing its own lingerie collection for the first time. This and the exclusive collection by Penélope and Mónica Cruz were presented for the first time on the opening night of the Charles Vögele Fashion Days on 3 November 2010. The event was a complete success and the ideal platform for showcasing fashion to a wider audience. In February 2011 our online shop opened its virtual doors for business in Switzerland, Germany and Austria, creating a genuine multichannel presence. Further expansion is already being planned. This marks an important step forward for Charles Vögele on the road to becoming a leading vertically organized company.

We look forward
to experiencing more highlights with you in 2011.
André Maeder, CEO



André Maeder

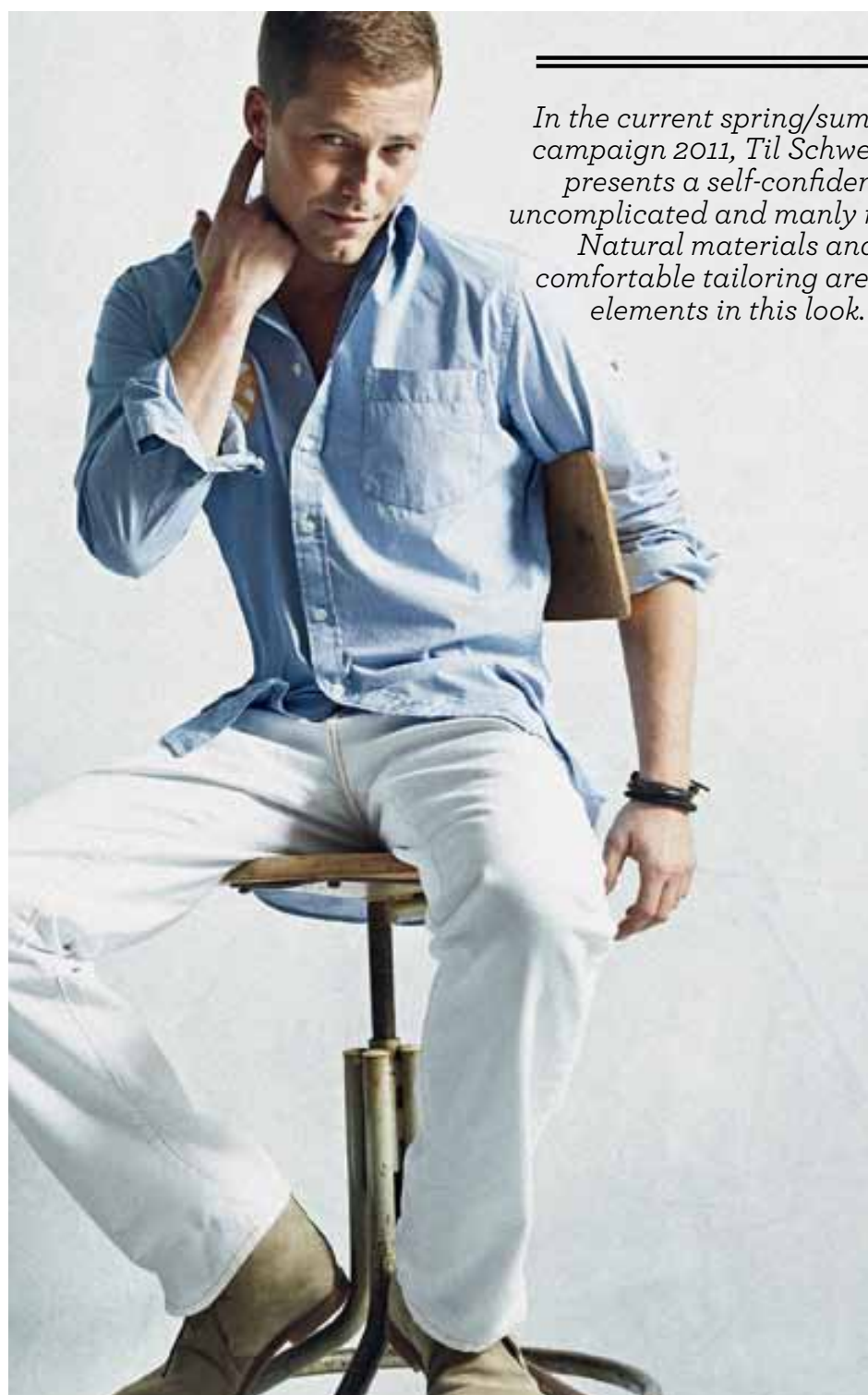
TIL SCHWEIGER



Til Schweiger is an internationally famous actor and one of Germany's biggest film stars and producers. The 47 year-old, who originally wanted to be a teacher, won his breakthrough as a film actor in 1994 with "Der bewegte Mann" (English title "Maybe, Maybe Not"). He was producer, screenwriter and director of "Männerpension" and "Knocking on Heaven's Door," and in "Keinohrhasen" he also played the male lead.

Til Schweiger made a name for himself in Hollywood with films like Quentin Tarantino's "Inglourious Basterds," "The Three Musketeers" with Orlando Bloom, and most recently "This Man's War" with Reese Witherspoon. In Til Schweiger's latest production "Kokowääh" he is the director and producer, as well as playing the main role alongside his youngest daughter Emma. Schweiger lives in Berlin and has four children.

Our male brand ambassador



In the current spring/summer campaign 2011, Til Schweiger presents a self-confident, uncomplicated and manly figure. Natural materials and comfortable tailoring are key elements in this look.

Til Schweiger has been Charles Vögele's male brand ambassador since spring 2011. He is the male face of the group-wide image campaign. As part of his work with Charles Vögele he will design his own menswear collection under the Biaggini Violet brand, which will be available in stores from autumn 2011. Til Schweiger is in the prime middle period of his life and his mix of masculinity, sexiness and experience makes him a perfect match for Charles Vögele.



Charles
Vögele
S w i t z e r l a n d
**OPENING
NIGHT**

CHARLES VÖGELE FASHION DAYS ZURICH

3.11. - 6.11.2010

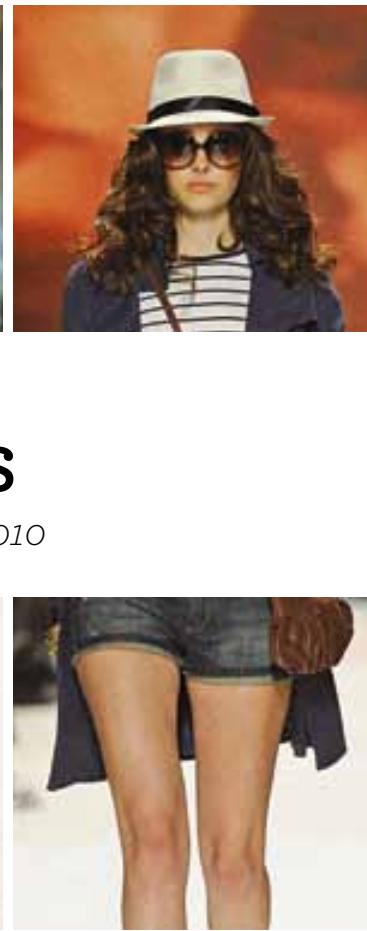
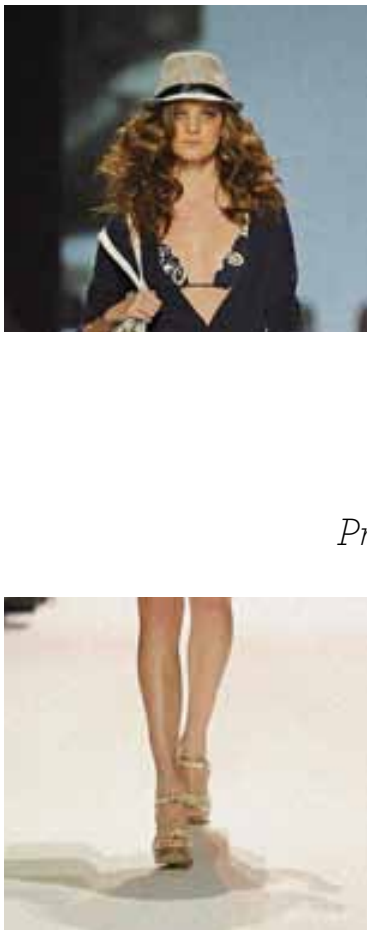


Zurich stages an exclusive fashion event

At the start of last November, Zurich transformed itself into an absolute fashion hotspot when it played host to its first ever Fashion Days. Main sponsor: Charles Vögele, which kicked off the event with an exuberant opening show. The Fashion Days provide a great opportunity to show a broader audience a side of fashion that is normally only accessible to industry specialists.

In front of 1 000 spectators, the evening began with the Casa Blanca collection for the coming spring and summer, accompanied by impressive lighting effects and music. The second section of the show was devoted to a cheeky, sexy presentation of Charles Vögele's new lingerie collection. Following music from English pop queen Alesha Dixon, guests were shown Biaggini Violet, the cocktail and eveningwear collection, and the 2011 spring and summer collection designed by Penélope and Mónica Cruz.

On the other days, young talents, established designers and international brands presented their collections on the catwalk. The Swiss Textile Awards were also presented during the event. Overall more than 50 photographers, 140 journalists and 7 000 guests attended.



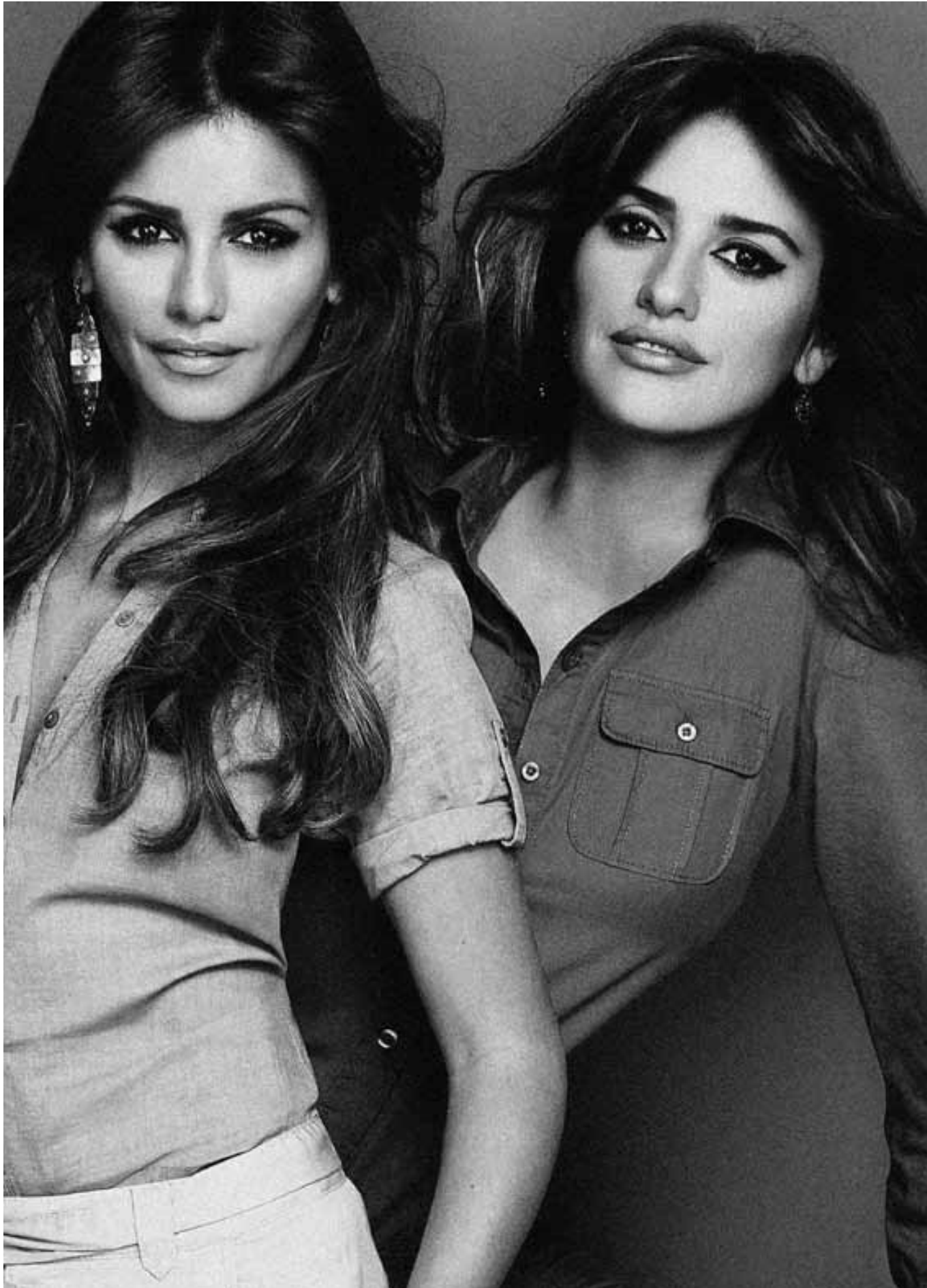
THE NEW COLLECTIONS

Presented at the Charles Vögele Fashion Days 2010





PENÉLOPE AND MÓNICA CRUZ



Penélope Cruz enjoyed her first international hit with Pedro Almodóvar's Oscar winning movie "All About My Mother" ("Todo sobre mi madre", 1999), in which she played a pregnant nun with AIDS. She earned great praise for her role in Woody Allen's comedy "Vicky Cristina Barcelona" (2008), for which she won an Oscar in 2009 as best supporting actress. Most recently she has been acting alongside Johnny Depp in the latest "Pirates of the Caribbean" film.

Daughters of a car mechanic and a hairdresser, as children the 37 year-old Penélope and her sister Mónica, who

is three years younger, trained in classical ballet. Mónica also learned flamenco and toured the world at the age of 17 with renowned Spanish dancer Joaquín Cortés. In 2002 - after seven years on stage - she won a role in a dance series on Spanish television. Guest appearances followed in numerous TV series and movies. Their younger brother Eduardo Cruz is a famous singer in Spain. In July 2010 Penélope was married in the Bahamas to internationally famous actor Javier Bardem. In January 2011 she gave birth to her first child, a son, in her adopted home city of Los Angeles.

The first Biaggini Violett collection – designed by Penélope and Mónica Cruz



The first Biaggini Violett collection by Penélope and Mónica Cruz is inspired by artists like Jane Birkin and by the films of the 1970s. The collection consists of breathtaking long gowns and dreamy cocktail dresses. Denim dominates, with different shades of blue and snow-white, narrow cuts, high quality cotton and jersey fabric. The collection also highlights feminine silhouettes in neutral greys and soft flesh tones.



Mónica and Penélope Cruz make their fashion expertise count

As part of their work with Charles Vögele, the two sisters are developing collections under the Biaggini Violet brand. Their first, high quality collection was presented for the first time during the Charles Vögele Fashion Days 2010. "Penélope and Mónica's style tends very much towards retro and the 1970s," says Ines Amrhein, Brand Manager at Charles Vögele. "They get their inspiration from everyday situations or the fashion world, or from the movies and models of the 1950s to 1970s."

In spring 2010, Penélope and Mónica Cruz began developing their own collection in partnership with Charles Vögele's designers. The plan is for a new collection by the sisters to appear in the shops every season.

Charles Vögele's design team meets Penélope and Mónica Cruz regularly, listens to their ideas and helps turn these into clothes for Charles Vögele's customers. "We put in a great deal of hard work at these meetings, but we also have good fun," says Ines Amrhein. "The design team got on very well with the two sisters right from the start. They are very inspiring: both lovely and straightforward. Mónica showed us her sketches and ideas. Each item of clothing – its cut, the way it's made – is discussed in great detail. They bring a lot of fashion expertise to the table, and by developing this collection they are both fulfilling childhood dreams."



***Biaggini Violetta
shift dress***

*Refined short-sleeve dress
in plane flesh tone with pleated
neckline, slash pockets
and a narrow belt to subtly
emphasize the waist.*

CHF 99.95



THE NEW LINGERIE COLLECTION

by Charles Vögele

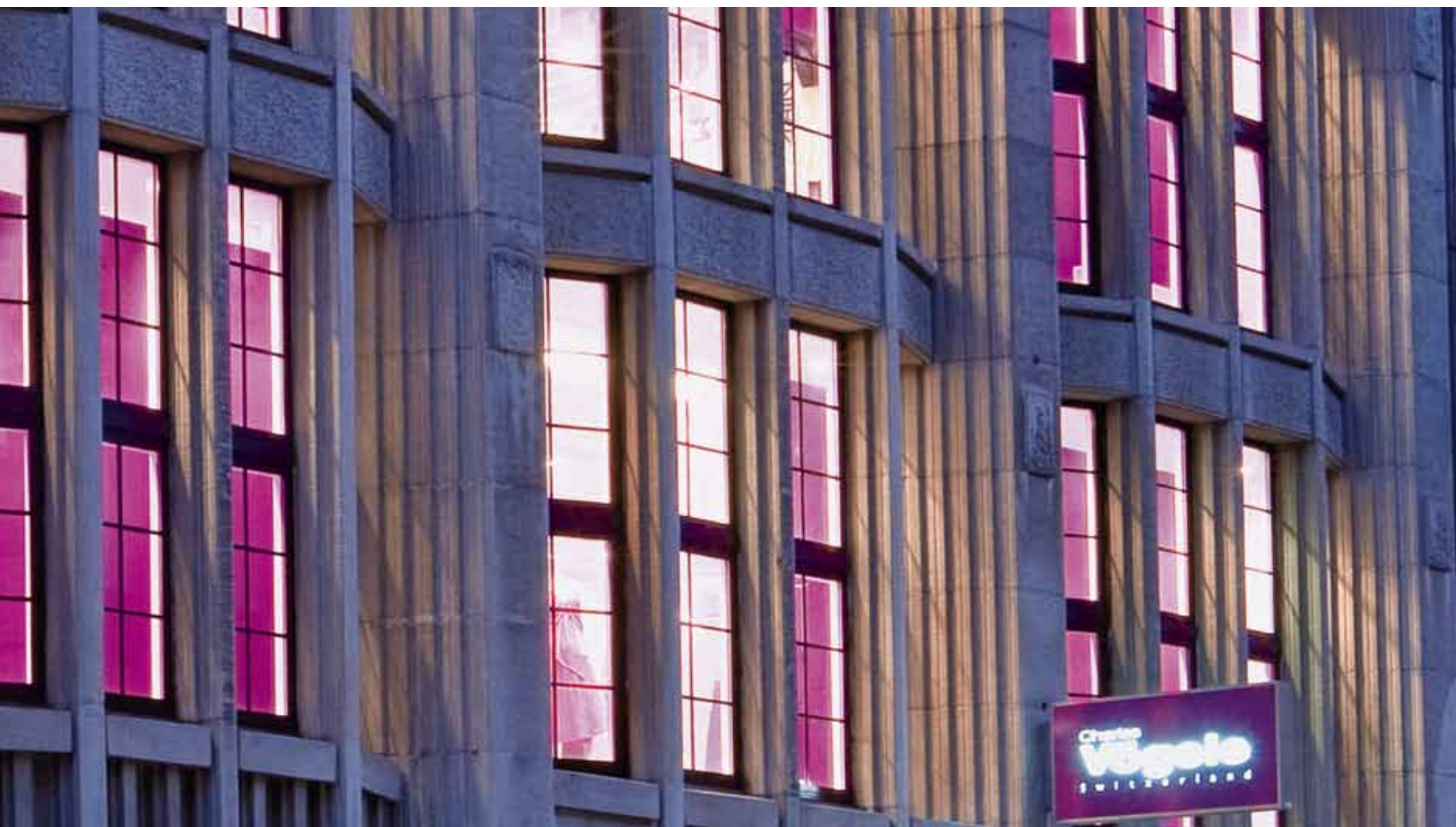
A World of Sensuality



Elastic inserts – whether same colour, contrasting or two-tone – help feminize the lingerie. Jacquard, stripes and millefleurs prints are some of the fashion highlights of the collection. Vest tops, bravests and bra tops are still very popular in combination with panties. Alongside the cheeky eye-catchers, the versatile lingerie collection also includes timeless, elegant styles in subdued colours and prints.

Since September 2010 the lingerie collection has been available in 500 stores. Women can use it playfully and seductively for greater everyday sex appeal. At the start of the spring/summer collection, the dominant colours are grey and dark blue combined with contrasting colours like pink, berry shades and yellow. Grey replaces black and creates a classy, timeless image. In the high summer of 2011, grey gives way to pastels, also combined with bright colours.





THE NEW STORES

A Fashion Experience





The roll-out of the new store design began in 2010. Alongside Zurich, Bern has also had a new Flagship Store in the updated design since October.

On its 4 000 m² of retail space, the Bern store offers contemporary fashions at great prices

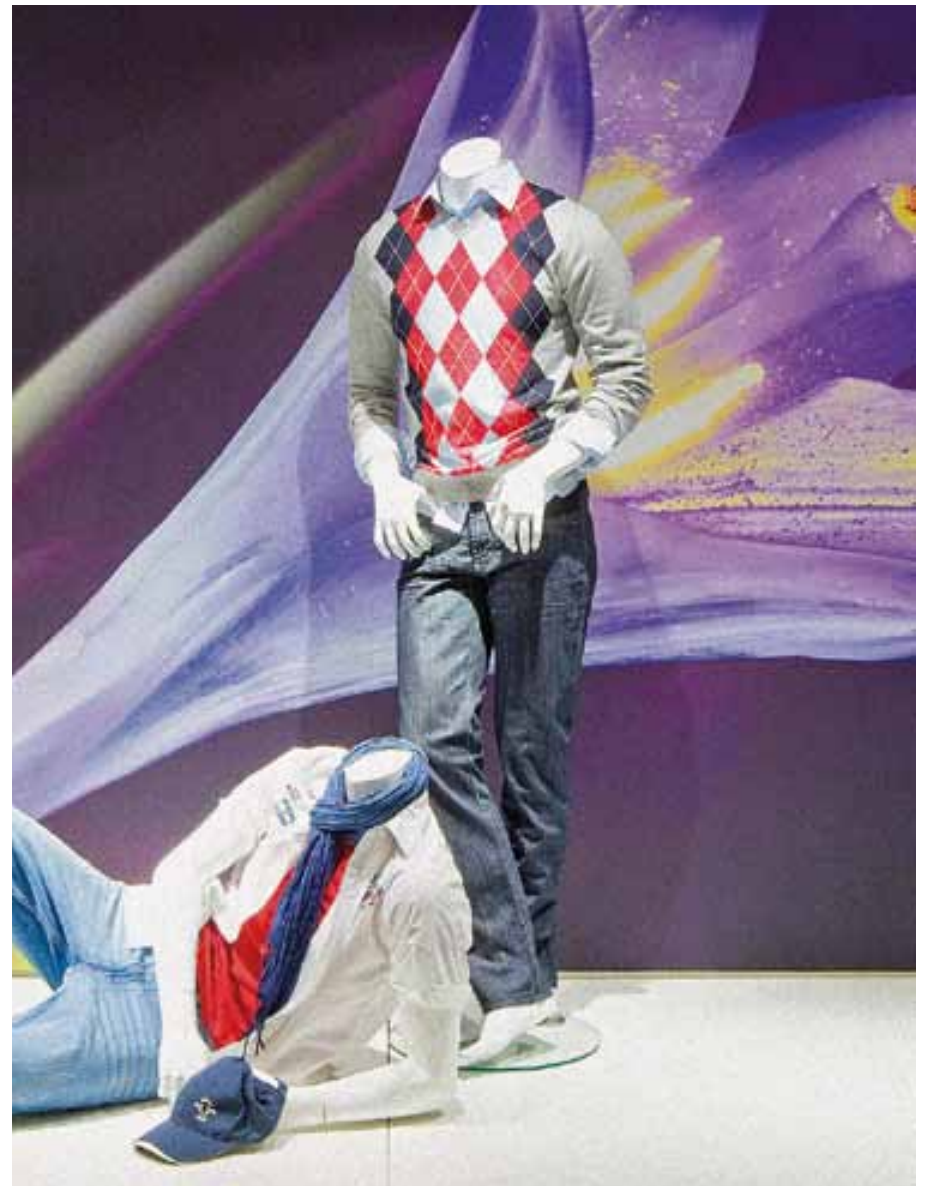
to women, men and children. The three strongest brands, Casa Blanca, Biaggini and Kingfield, are at the centre of everything thanks to a highly visible shop-in-shop presentation. The new concept sets fashion in an effective context.

The new store design invites customers to linger



Beguiling ambience for shopping

The powerful but subtly deployed violet corporate colour shows people, even from a distance, where fixed points such as cash desks and changing rooms are. Design features suited to the target groups - like the stylized tree in the childrens department - encourage customers to identify with Charles Vögele and increase the feel-good factor within the store. The ability to give knowledgeable advice is a particular priority in sales work.



FASHION LABELS

A Fabulous Choice



Biaggini Violett is a modern designer collection characterized by high quality and form-fitting cuts. The collection of coordinates covers business, leisure and party wear.



Trendy coordinates collection and modern basics – matches the spirit of the age and the taste of women and men who like fashion to be fun. The focus is on simple casual outfits, most of which could also be worn to work.



Modern fashion that feels good: elegantly simple, easy to combine into different outfits – casual and formal.



Classic, high quality fashion; consistently well-fitted and comfortable. Can be combined in all sorts of ways for business, leisure or special occasions.



The Grandiosa collection specializes in sizes 44 – 54, adapting the latest trends to suit the larger figure. Fashions that emphasize the wearer’s assets.



Playful look for kids – trendy, attention to detail, full of emotion. Comfortably tailored to allow plenty of freedom; good, long-lasting quality.



Cheeky styling for girls & boys aged 8 to 14. Trendy combinations, high quality and great colours boost self-confidence.



Sport and leisure fashions with a focus on lightness, comfort and freedom – functional and trendy.



Trends Women

There are many facets to women's fashions in autumn/winter 2011/12. Various styles are on trend at the moment - casual, rustic, sporty but also feminine. Caban-style outdoor jackets with military details, as well as parka and leather jackets with sporty zips, pockets and belts. The new silhouette is based on narrow trousers and chinos combined with casually layered tops. The latest outfits include big, chunky-knit pullovers, jackets and scarves, dresses with jeggings, all set off by biker boots and all sorts of different accessories. Blouses sport new checked patterns, while shirts feature quirky animal prints. Colours: marine, all shades of khaki and earth tones combined with berry shades.









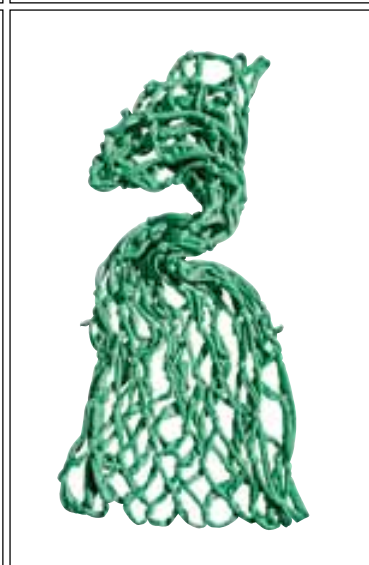
















































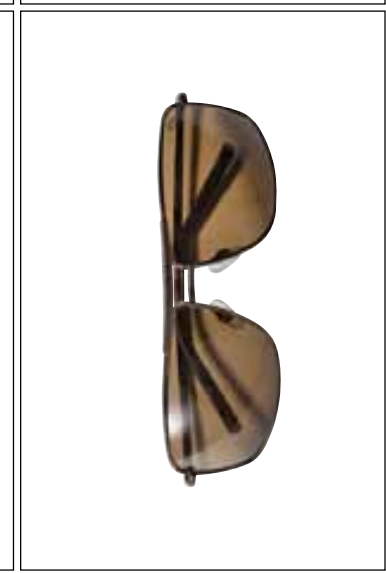
CHARLES VÖGELE STYLE GUIDE

Tomorrow's Fashion Trends

Trends Men

Men's fashion for autumn/winter 2011/12 is dominated by individual styling. Classic formal business styles are broken up by sporty touches. Looks can also be individualized by mixing and matching different materials and patterns. Retro colours - like Sudan brown, burgundy, turquoise and various shades of grey - conjure up a completely new palette. More examples of this informal style mix include jeans-jackets with bowties and casual combinations with sports jackets.

					
					
		<div><div></div><div>WOMEN'S ACCESSORIES</div><div></div></div>			
					
					

					
					
		<div><div></div><div><div></div><div></div></div><div>MEN'S ACCESSORIES</div><div></div></div>			
					
					

CHARLES VÖGELE BY NUMBERS

8 022 employees

677 apprentices

826 stores

650 000 m² of sales space

436 million fashion magazines a year

3 million customer cards

30 million customer transactions

18 million t-shirts a year

35 000 ties a month
3.8 million pairs of jeans a year
35 000 socks a week
500 000 items of lingerie a year
10 000 suits a month
5.5 million accessories a year
250 000 jackets a month
63 million items sold



NZZ am Sonntag

"My sister Penélope and I were involved in all aspects of production. We brought in our ideas, did sketches, then made an initial selection and listened to the design team's suggestions. You feel a lot of energy in this company."

31 October 2010

Schweizer Illustrierte

"Fashion company Charles Vögele opens its new Flagship Store in Zurich on 24 March. Bruce Darnell will be on hand to give one of our readers a style makeover"

8 March 2010

REFLECTED

Charles Vögele in the media





Blick

"After the great success of Charles Vögele's designers Penélope (36) and Mónica Cruz (33), Til Schweiger (46) is now going to help Swiss men reboot their style. The heart-throb is not only the new face of Vögele, he is also designing a menswear collection for the Biaggini Violet label."
7 December 2010

Telegraaf

"At the highly professional Fashion Days in Zurich, everything centred on the launch of the two actresses' collection. The show featured sexy tunics, transparent tops, short dresses and elegant cocktail and evening dresses."
11 November 2010

Bunte

"Mónica Cruz could almost be mistaken for her sister Penélope Cruz's twin: a situation they both use to their advantage. The two stars have worked in tandem to design a collection for Swiss fashion label Charles Vögele. Bunte met Mónica Cruz in Zurich, where her Biaggini Violet collection was launched at an intoxicating fashion show."
18 November 2010

A black and white portrait of a man with short, dark hair, looking directly at the camera. He is wearing a light-colored, button-down shirt with a large chest pocket. His right hand is raised, with fingers spread, near his neck. The lighting is dramatic, with strong shadows on his face and shirt. The background is a plain, light color.

Charles
Vögele
S w i t z e r l a n d