



Market

Triumph International is one of the largest producers of underwear, which today operates in 120 countries. In its 120 years of history, the company has grown from a small family-run manufacturer of classic corsetry to a major multinational corporation, with an annual turnover of 1.6 billion euros and 38,691 employees. What makes the company remarkable is that, after more than a century of existence, Triumph is still in private ownership.

When Triumph's founders launched their corsetry business in 1886, they started up with funds of only 2,000 gold marks and a staff of six employees. Today, the company boasts outstanding annual sales in all the countries where it runs its business.

In the coming period, Triumph expects to see sales growth in terms of volume, based on the strong worldwide position of the brands Triumph, Sloggi, Bee-Dees, Valisère and HOM.



Achievements

Triumph is not only an innovative brand, but also a trendsetter, which initiated the technique of moulding fabric to form cups for seam-free bras. The machine used is unique to Triumph and was designed and built by the company's engineers. Even delicate, lacy fabrics can be moulded for a beautiful fit. The moulding is a thermo formation procedure, through which the polyester fibres are modified so as to eliminate the seams, thus creating a bra cup without seams.

Triumph's patented Soft Feel straps are particularly resistant, elastic, have a wider shape and eliminate pressure without leaving shoulder marks.

Other innovations by Triumph include: the Cottylen - a micro-fibre obtained from the combination of cotton and Lycra, a uniquely comfortable material that it is used for breastfeeding or sports bras; Dry Feel fibres, designed to adjust to body temperature by absorbing humidity and ensuring comfort. These fibres, obtained through a special technology that allows skin to breathe and eliminate moisture, are used for lingerie and sportswear; and the Mamabel Micro Stretch bra, created for pregnant women, made from a special micro-fibre that changes along with a woman's figure.

History

In 1886, at the time when Paris couturier Charles Frederic Worth was the first to "enhance" the female form with padding, the two founders of Triumph, Gottfried Spiesshofer and Michael Braun, were setting up their operations in a barn in Heubach (Württemberg, Germany). Eight years later, the sharp business acumen of the Triumph founders brought them an important breakthrough - an order for corsetry from strait-laced England.

The 1930s brought Triumph the status of Europe's largest corsetry manufacturer. After almost 50 years of near-uninterrupted growth, in 1933, the company opened its first international branch in Zurzach, Switzerland. Today, the same premises house the global holding company.

In 1942, Howard Hughes, the legendary American magnate and film producer, launched a new way of thinking that immediately appealed to all women. The aircraft engineer was the producer of the film "Outlaw", starring the celebrated and curvaceous Hollywood actress Jane Russell. Hughes developed a bra for her that actually adapted the principles of aircraft design to the idiosyncrasies of the female form. The result was a successful combination of fashion and fit, echoing the goal which the designers at Triumph



have always set themselves and which continued to be their guiding principle in the future.

Between 1954/1959, Triumph opened branches in Belgium, Great Britain, Sweden, Italy, Finland, Norway, Denmark, Austria and the Netherlands. In 1959, the company presented the largest lingerie fashion show in the world, which proved to be a magnet for leading fashion

journalists from all over the world and made global headlines.

In the 1960s, Triumph opened offices in Hong Kong and signalled its expansion into the Asian market. This groundbreaking decision was accompanied by a further innovation that has remained a keystone of the company ever since: the corporate structure was decentralised and a new business strategy enabled customers in each country to be served by locally based designers and business partners, with particularly strong commitments to regional fashion trends and cultural conditions. In the early 1960s, Triumph moved into Spain, Greece, France and Portugal, and expansion in the Middle and Far East continued from 1964 into Japan, Singapore, Malaysia, Taiwan and some Arab countries.

By 1970, the company's core product group of corsetry had been complemented by swimwear and day and night wear. In 1972, the company entered the Brazilian and Australian markets and launched licensed production in South Africa. Production, sales and export subsidiaries were founded in the Philippines and Thailand, together with licensed sales operations in Indonesia and a subsidiary in Chile.

In Romania, Triumph broke into the market back in the 1960s. Today, Triumph International Romania promotes a number of famous collections: Form & Beauty, Comfort, Fashion, Miss Triumph, Triaction, Night & Home, Swim & Beach and Mix to Match.

Product

Triumph International has acquired international recognition as a brand that prioritises comfort, as well as the latest fashion trends in underwear through all its collections. Triumph International produces lingerie, day and nightwear; youth wear; swimwear and sportswear and comprises famous brands such as Triumph, Sloggi, Bee Dees, Valisere and HOM.

The collections launched on the Romanian market (Form & Beauty, Comfort, Fashion, Miss Triumph, Triaction, Night & Home, Swim & Beach and Mix to Match) enjoy the same popularity amongst consumers as everywhere else in the world.

The Form & Beauty line addresses women who want to change certain things about their physical appearance: too large or too small busts, wide hips, large abdomens, etc.



The Comfort collection is intended for women who appreciate the need for comfort and genuineness and who prefer the natural fibres, such as cotton.

Women's desire to keep up with fashion is ever-present, regardless of age or body shape. For this purpose, Triumph International offers its Fashion lines, consisting of sophisticated pieces of lingerie, while Miss Triumph comprises fresh, cool creations for young girls. The Fashion models benefit from specific cuts and fabrics that create optical effects, with attention to modern colours and sophisticated details such as lace, embroidery and ribbon.

Triaction is a collection specially conceived for sportswomen, offering full-support bras, which allow wearers to enjoy freedom of movement around the shoulders, thanks to unique textiles that breathe and adjust to the body's temperature.

Night & Home comprises yearly collections of day and night garments, both for women and men. The range of pajamas, nightgowns and other daily articles offer increased comfort in a variety of models with modern cuts and designs.

For the summer season, the Swim & Beach collection reveals new swim and beach wear ever year, following the latest trends in terms of colours and patterns.

Mix to Match is a range of products intended for youngsters, which challenges their imagination by allowing swimsuits to be matched-up in order to create the perfect combination.

Recent Developments

In the last fifteen years, Triumph International has continued to grow, extending to countries including Uruguay, Canada, New Zealand, Korea, Sri Lanka and Vietnam, and in Eastern Europe - Hungary, Poland, the Czech Republic, Slovenia and Russia. The company has established production plants with ultra-modern technology in Bangkok and Morocco, and opened branches in Shanghai and Beijing.

Triumph is not only an innovative brand, but also a trendsetter, offering collections determined by women's beliefs, women who are passionate about fashion and demand chic, sophisticated and sexy lingerie.

The latest creation of Triumph International, the Starlet Curves bra, is appropriate for any outfit, being both glamorous and sexy at the same time. Launched during the Triumph Fashion Autumn 2006 collection, this unique piece of lingerie, Starlet Curves 4in1, is a wonder-bra that can be worn in four different ways, offering three different strap-display options. Along with the launch of Starlet Curves, Triumph also offers matching strings and hipster briefs. Another star of the Fashion collection is the Brilliant Emotion bra, a model bursting with sex appeal, elegance and sophistication. Made from a very delicate lace and combined with elastic canvas, Brilliant Emotion is destined to highlight the curves of voluptuous women.

Promotion

Marketing and sales are instrumental in raising awareness of the product and ensuring its presence in the shops when required by the consumer. A large sales force provides a personal service to the retailer, with regular visits, merchandising and stock support. Triumph's team of sales consultants is in direct contact with consumers, based in major stores across Romania.



Supporting the sales division is the marketing function of advertising and public relations. Besides the media campaigns mainly run in women's magazines, Triumph advertises using billboards and the distribution of flyers and catalogues.

Another information and support channel is the Romanian version of the Triumph International website www.triumph.com/ro. The website brings together information about collections, fabrics, advice and is targeted at consumers, stylists, fashion editors, journalists and other fashion experts.

Brand Values

Triumph's reputation as an innovative, resourceful and caring company has been maintained since its earliest days. Ever versatile, Triumph has kept up with, and often led, fashion trends through the years, from the corsets made for society ladies in the late nineteenth century to its wide range of fashionable styles for today's markets in underwear, nightwear, swimwear and sportswear.

The philosophy of the company focuses on consumers, their well-being, beauty and elegance. The brand is all about innovating new techniques to improve the quality and utility of its products. Triumph is permanently challenged by new trends and social developments, in terms of health and aspirations, and continually strives to bring along new models to maintain and strengthen its position as a trendsetter.

www.triumph.com/ro

THINGS YOU DIDN'T KNOW ABOUT

Triumph

- › In 1896, the word "brassière" was coined in US by Charles de Bevoise
- › Triumph was among the first fashion companies to produce designs specifically for Asian sizing
- › Triumph produces and sells bras in sizes that reach H cup
- › The moulding technique for obtaining seam-free bras was inspired by technologies from the aerospace industry