

TOUS

2013

## LIFESTYLE BRAND

## MULTICATEGORY : JEWELRY, HANDBAGS AND ACCESSORIES

## PREMIUM – AFFORDABLE LUXURY MARKET

- Privately Owned **Family** business since **1920**.
- Over **400 stores** in **38 countries**.
- **Turnover over 500M€ (Retail & Wholesale)**
- **The Brand** as its central cornerstone; 28<sup>th</sup> most valued Spanish Brand, Top 500 Brand in Europe (Interbrand).
- An **affordable luxury** positioning in the fashion industry.
- Largest **ROLEX distributor** in Spain.
- A **Global High Quality Accessories Brand** with a Heritage in Jewelry; diversified into Handbags, Watches, Perfumes, Eyewear.
- Assets: **Full vertical integration** from design, R&D to retail.

**EUROPE:**

Andorra  
Croatia  
Cyprus  
France  
Greece  
Italy  
Poland  
Portugal  
Russia  
Spain

**ASIA:**

Hong Kong  
Korea  
Japan  
Kazakhstan

**AMERICAS:**

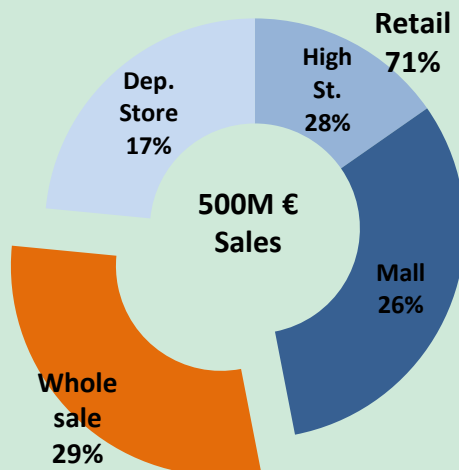
Aruba  
Canada  
Cayman Is.  
Chile  
Colombia  
Costa Rica  
Curacao  
Ecuador  
El Salvador  
Guatemala  
Mexico  
Panama

Peru  
Puerto Rico  
Dom. Rep.  
USA  
Venezuela  
Paraguay  
Uruguay

**AFRICA & MIDDLE EAST**

Morocco  
Israel  
Kuwait  
Saudi Arabia  
UAE

## DISTRIBUTION CHANNELS



## RETAIL - TOUS CONCEPT STORES

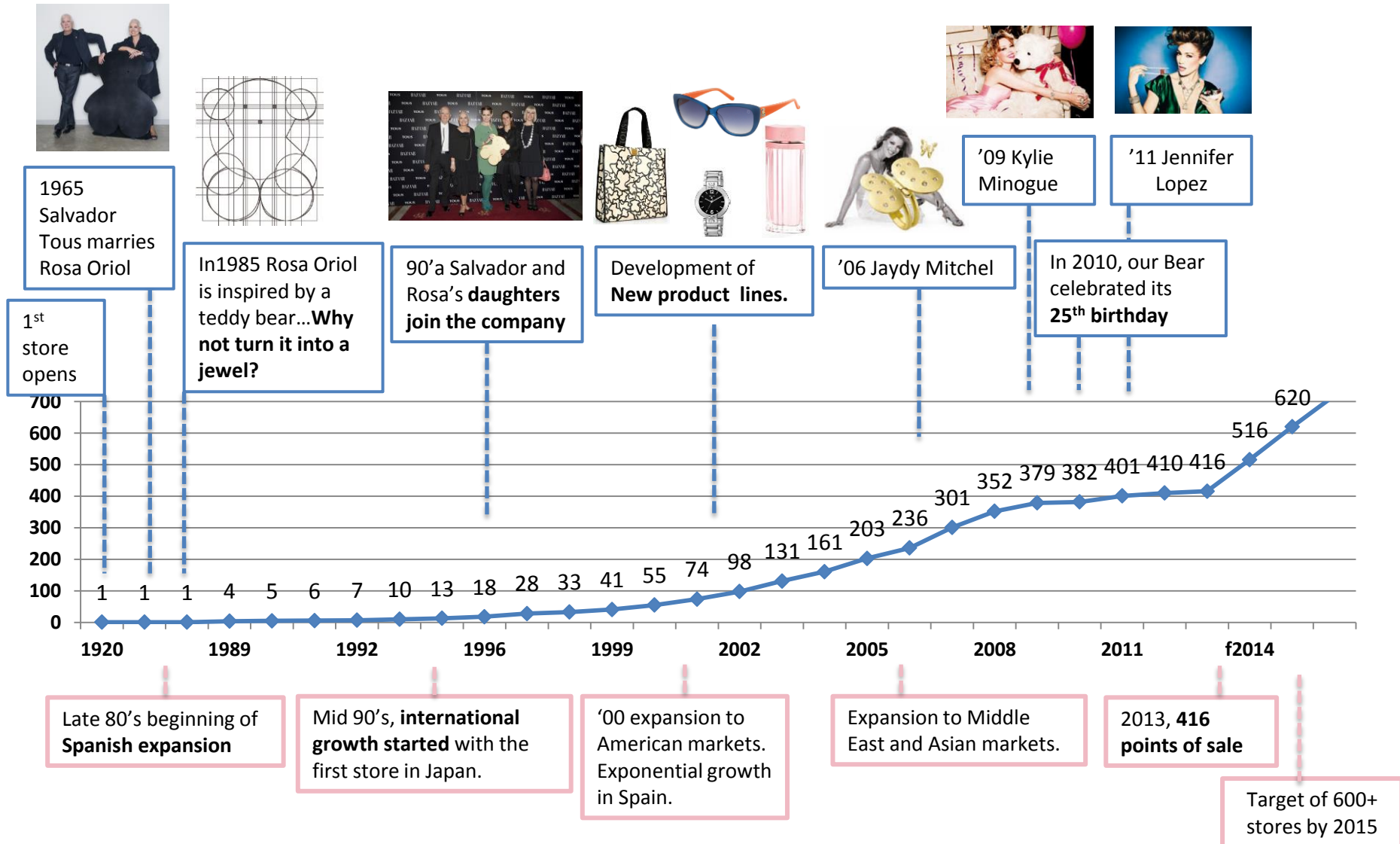
- 38 Countries.
- 410 Stores: 75% Franchise - 25% Directly Owned

## WHOLESALE CHANNEL – SPECIALTY STORES

- 82 Countries

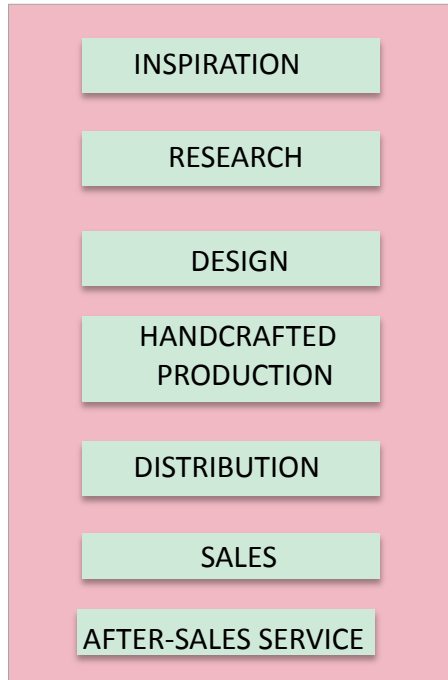


## Family tradition since 1920





## VERTICALLY INTEGRATED BUSINESS MODEL

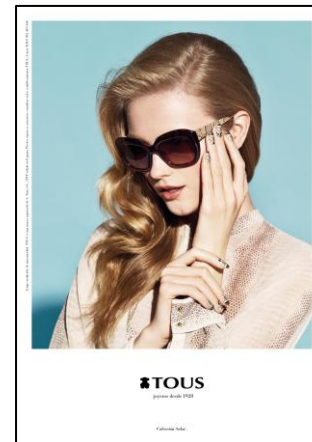
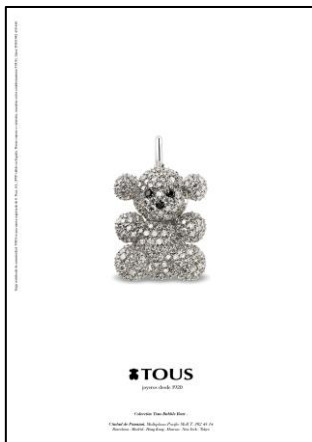
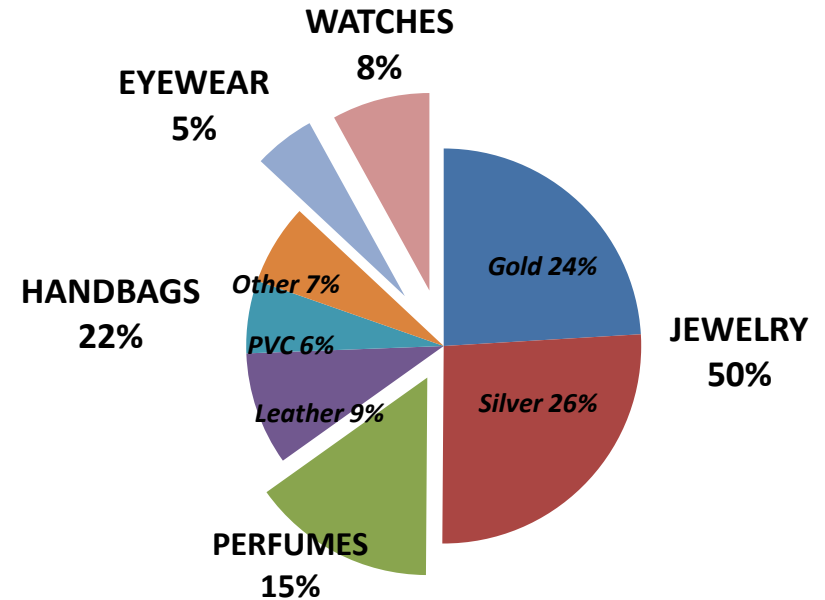


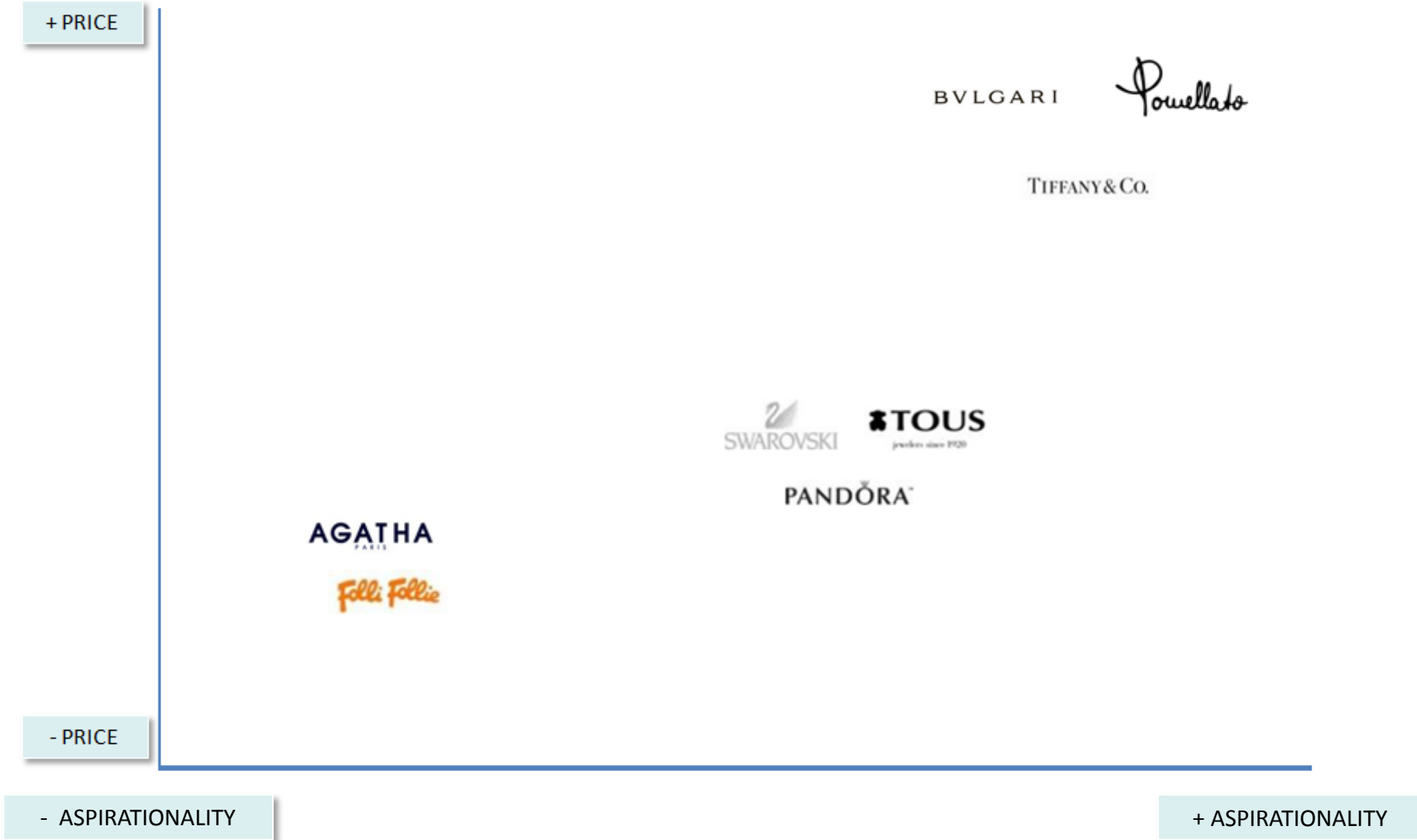
- **30 new collections of jewelry and 24 new collections of handbags per year.** Fast time-to-market business model with **100% of the products designed in-house.** Over **50% production in Spain.**

- The TOUS Bear marked the **beginning of the company's expansion** and it is still present in approximately **50% of the annual collections.**

- **Transversal product range and price points**, with a range from 50€ (\$65) to over 10,000€ (\$13,000), suitable to different markets and targets.

- **Average ticket 150€ (\$227)**







### DEPARTMENT STORES

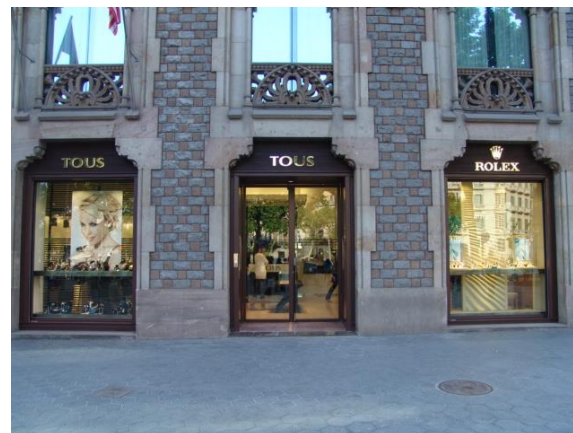
**20 to 60 sqm (200 to 600 sqf)** Corners and Shop in Shops in the best Department Stores: El Corte Ingles, Palacio de Hierro, Falabella, Bloomingdale's, Macy's, Mitsukoshi Isetan, Lotte, Hyundai



### STAND ALONE

**70 to 120 sqm (700 to 1200 sqf)** Stand-Alone stores in the best Shopping Malls and High St.

High traffic premium locations with a mix of global fashion and luxury brands



DEPARTMENT STORE  
LOTTE

El SOY TOTALMENTE PALACIO  
Palacio de Hierro

ISETAN

★ macy's

MITSUKOSHI

bloomingdale's

HYUNDAI  
DEPARTMENT STORE

falabella.













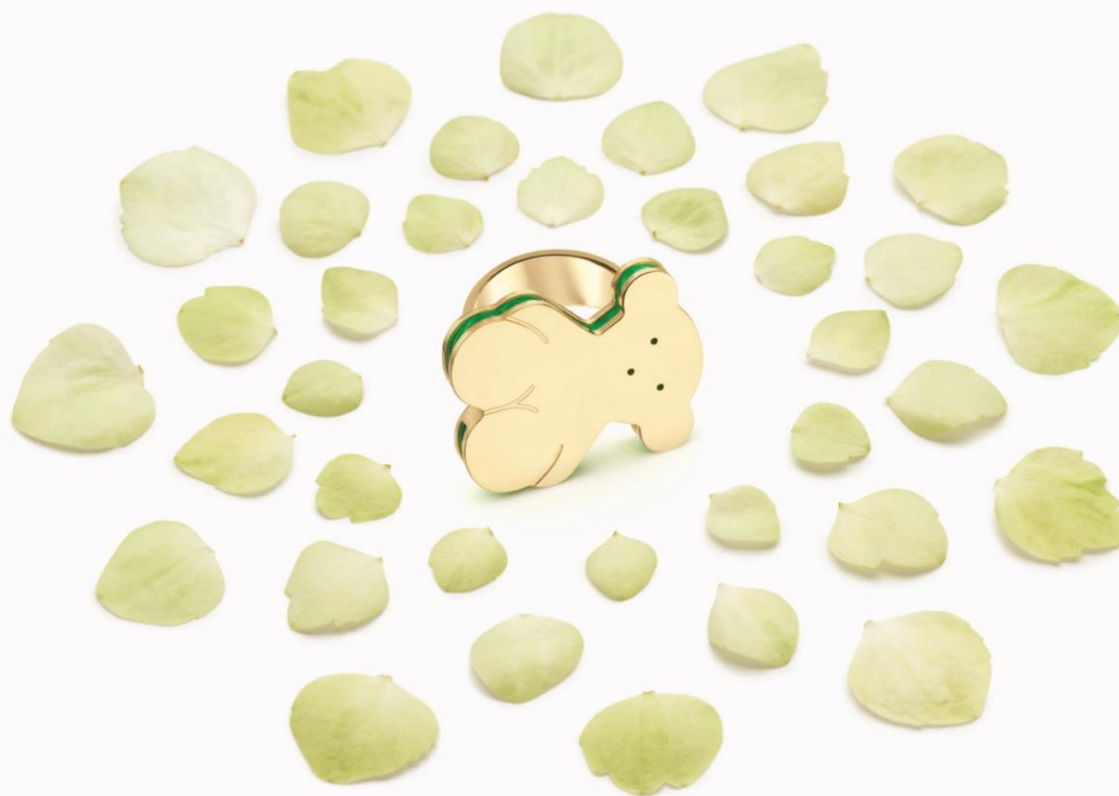








*Silicon Bear Collection*



*Vermeil sterling silver and green methacrylate Sandwich ring*



*Yellow gold necklace with faceted smoked quartz  
and transparent methacrylate*



*Yellow gold ring with  
faceted smoked quartz and  
transparent methacrylate*



*Vermeil sterling silver necklace-tiara with amethyst, topaz and citrine*



*Silhouette Collection, white gold and diamonds*



*Feminine & chic*



*Shining in bronze*  
*In love with Brooklyn bag*



*Dressing up basics*

*Kaos New bag and New Universo jewelry collection*



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