

ecco®

BRAND INTRODUCTION  
POP-UP STORES



WELCOME TO THE WORLD OF

ecco®



OUR **VISION** IS:

to be the leading  
premium brand for  
shoes & leather goods





"We constantly raise the bar and deliver the highest achievable quality in our quest for excellence"



## OUR CORPORATE VALUES

At ECCO we are guided by the respect for our heritage, our call for innovation, our quest for excellence, our dedication to care, and our passion.

Because we respect and value our heritage, we base our work on quality craftsmanship.

We challenge conventions, strive for uniqueness, encourage change and make room for individual creativity to drive innovation. We constantly raise the bar and deliver the highest achievable quality in our pursuit for perfection.

## OUR CODE OF CONDUCT - THE 10 COMMITMENTS

1. ECCO is a guest in each of the countries in which it operates and respects the local culture.
2. ECCO supports, respects and takes a proactive approach to protecting internationally defined human rights.
3. ECCO respects equal opportunities and fights discrimination in the workplace.
4. ECCO respects the individual's right to religious freedom.
5. ECCO respects the right to freedom of association.
6. ECCO wishes to provide employees with a workplace free of harassment or abuse and condemns any form of enforced labour.
7. ECCO supports the UN Convention on the Rights of the Child.
8. ECCO provides training, education and further development of human resources at all levels.
9. ECCO aims to be a leader within the environment, health and safety and supports sustainable development.
10. ECCO wishes to ensure that it complies with all relevant laws and regulations.





"ECCO was founded in 1963"

## WHO WE ARE?

ECCO is powered by passion and fuelled by innovation from more than 19,000 employees of 58 nationalities.

We are one of the few major shoe manufacturers in the world to own and manage every step of the shoemaking process, from tanneries to shoe. ECCO has shoe factories in Portugal, Slovakia, Thailand, China and Indonesia. And tanneries in the Netherlands, Thailand, Indonesia and China.

We are the world's second largest manufacturer of casual footwear and the fourth largest golf shoe brand. The five largest markets are China, USA, Russia, Germany and Sweden. Our products are sold in 87 countries, at 3,300 ECCO stores and shop-in-shops, and more than 14,000 sales points around the world. More than 350 million pairs of ECCO shoes have walked the streets since 1963.

The Scandinavian design philosophy combines great looks with functionality and comfort – the shoe must follow the foot.

ECCO is among the five biggest producers of high-quality leather and provides many of the world's leading luxury brands with leather.







## OUR BUSINESS

We care about creating and maintaining strong, positive relationships with our colleagues, our partners, our customers and the communities in which we live and work. We act with integrity and we respect and encourage diversity. We are a passionate organisation, filled with people who are passionate and build their work on what they love to do.

**SHOES** - ECCO offers shoes in a wide variety of categories — from formal and casual ladies and men's, to infants and kids shoes, as well as technical shoes for outdoor sports and golf. Being world leader of innovation within Direct Injection Technology, ECCO shoes all deliver sublime comfort and support an active lifestyle.

**LEATHER** - Being the only global shoes and leather goods manufacturer producing its own leathers, ECCO is in the unique position to have control over development and quality standards. Our leathers are renowned within the shoe and leather using industry and esteemed luxury brands are amongst the customers of ECCO leather.

**LEATHER GOODS** - For more than a decade, ECCO has produced stylish bags and small leather goods – all from the philosophy "Form follows function". Our internal designers and richest leathers come together to fulfill the needs of male and female consumers and even schoolchildren all over the world – although strongest in the demanding Middle East and Eastern European markets.





WE COMAND OUR VALUE CHAIN - **FROM RAWHIDE TO RETAIL**







## OUR HISTORY

We began in 1963 with Karl Toosbuy's dream to create a shoe company driven by the Scandinavian design philosophy of "form follows function".

A company that would own its own production and control its own destiny.

Today, we are still owned by the Toosbuy family. We are the only major shoe company to own our own production, and we constantly innovate to improve our ability to make shoes that follow the foot and leather goods that fit and active lifestyle.

We thrive as an extended global family, connected by our vision of being the leading premium brand for shoes and leather goods.







## FROM THE **GROUND** UP

We love shoes, and we love accessories.

Shoes are fundamental. They are worn on the body, protect our feet and connect us safely and comfortably to the ground. They are an everyday extension of ourselves – physically and psychologically. They are both practical and stylish.

At ECCO, everything starts with the foot.

Nowadays, it is a basic desire to look good to the world. Consumers value the quality and timeless design of ECCO leather goods that deliver a unique look and a memorable touch.

ECCO shoes and accessories enable a consumer to feel, 'the freedom to do what they want to do, when and how they want to do it'.







## WHAT DO WE OFFER?

### **ECCO RETAIL CONCEPTS THAT DELIVER STRONG RESULTS**

ECCO brings decades of retail experience and best practices learned from thousands of ECCO shops worldwide to every project.

True to ECCO's Danish heritage and brand values, our retail designs are examples of form meets function. They celebrate quality materials and craftsmanship in comfort and style, and they combine timeless aesthetics with innovative features.

The portfolio of proven ECCO retail solutions includes a variety of mono-brand stores some in combination with category specific shop-in-shop solutions. All are modular, flexible and scalable so you get powerfully branded ECCO shopping experiences that evolve with your opportunities to increase sales.

### **MONO-BRAND STORES**

- Prime – High-end ECCO shopping and the future standard store concept
- Special one-off locations – The ultimate in ECCO retailing
- Prime Outlet - Premium outlet experience
- Prime Pop-up – Flexible and simple





## ECCO POP-UP SOLUTION

ECCO Prime Pop-Up is a concept designed to showcase ECCO product presentations in a significant way for a limited period of time at leased locations.

Offering a unique solution based on ergonomics, the flexible format of the concept makes it suitable for stores or SIS open retail environments with freestanding fixtures that highlight the simplicity, quality and anatomical comfort of ECCO's product.

With an identity inspired by Nordic nature and Danish heritage, the ECCO Pop-Up concept takes visitors on a memorable consumer journey through strong product stories that reflect the ECCO brand and vision. The concept is aligned with the guidelines set by ECCO Visual Merchandising to ensure the highest level of product presentation.





## EXAMPLE OF POP-UP INSTALLATION

THE INSTALLATION TAKES ABOUT 2/3 DAYS





## ECCO POP-UP **EXAMPLE** OF FIXTURE LAYOUT



Example of layout based on a sales area of over 100 square meters and a complete product collection



Perspective view



## FIXTURES **OVERVIEW** - EXAMPLE



**PANEL MODULE**  
The unit is used for outdoor - golf - kids collection



**SHELVES MODULE**  
The unit is used for formal and casual collection



**WINDOW MODULE**



**TABLES - STORAGE - MIRROR - SEAT**



# MERCHANDISE AND PRODUCT - EXAMPLE





# MERCHANDISE AND PRODUCT - EXAMPLE



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