



Company presentation

soyaconcept®



About / History

- soyaconcept is a fashion company located in the southern part of Denmark, in the city of Sønderborg.
- The company was established in February 2002 by the 2 founders Torben Brodersen and Thomas Viller. From here our dedicated staff, who today counts more than 30 employees, branch throughout all of Denmark, Scandinavia and several other European countries. In order to make fashion clothes that are in tune with the increasing demand and dream of our customers, we process a profound understanding of the nature of fashion.
- The growth of the company has been sustainable over the past years. The success of soyaconcept's collections reflects the ability to recognize and assimilate the continual changes in fashion, constantly designing new styles that respond to customer desires.
- soyaconcept use it flexible business model to adapt to changes occurring during a season, reacting to them by bringing new products to the market in the shortest possible time.



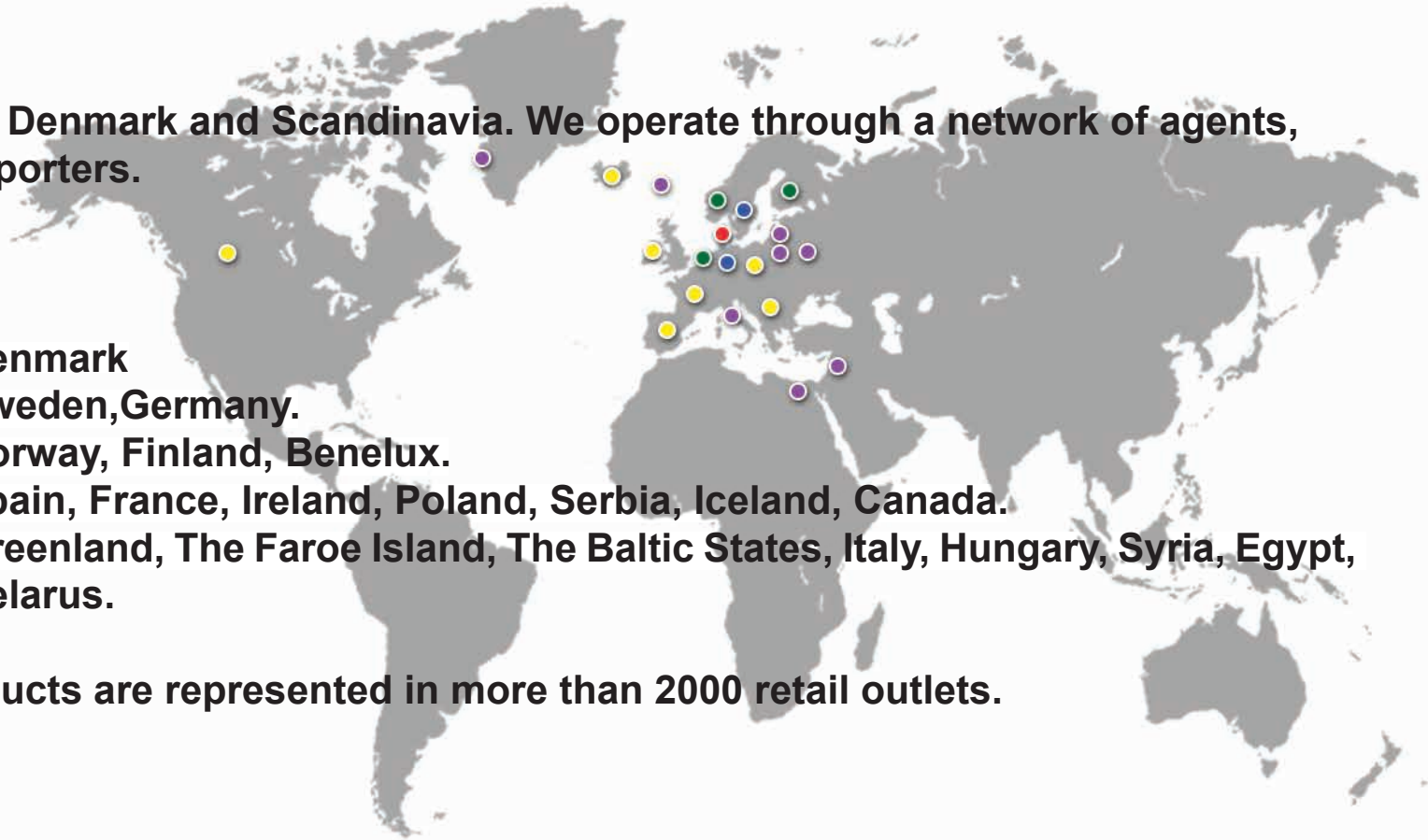
Sales territory

- Our main market is Denmark and Scandinavia. We operate through a network of agents, distributors and importers.

- Representation:

- **Head office:** Denmark
- **Sales office:** Sweden, Germany.
- **Agents:** Norway, Finland, Benelux.
- **Distributors:** Spain, France, Ireland, Poland, Serbia, Iceland, Canada.
- **Importers:** Greenland, The Faroe Island, The Baltic States, Italy, Hungary, Syria, Egypt, Belarus.

- soyaconcepts products are represented in more than 2000 retail outlets.





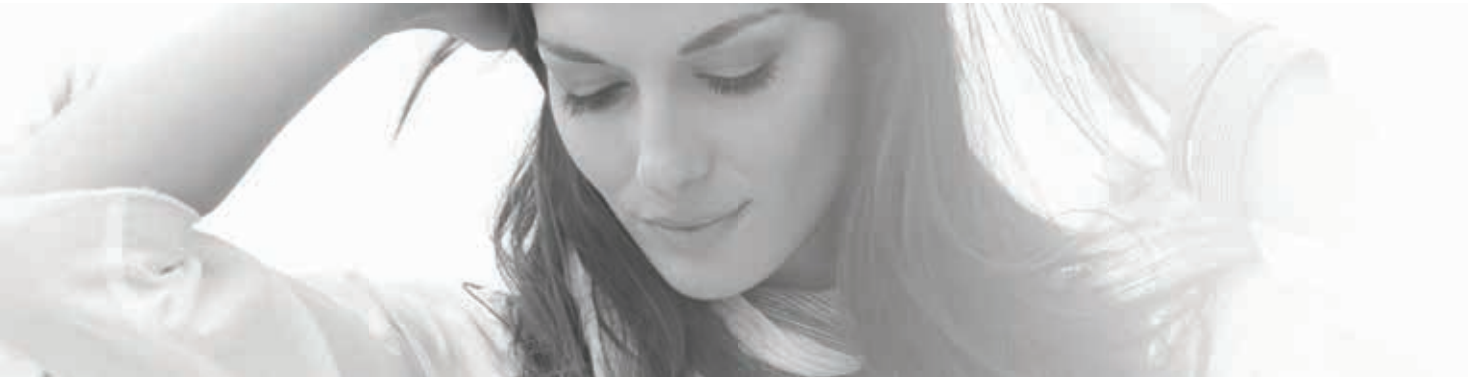
Vision

- It's our ambition and vision to be the leading brand in the field of fashion for women, creating value for money.



Target group

- Women from 25 - 45 years.



Brand Values

- Innovation
- Identity
- Personality
- Quality
- Simplicity



Quality

- **Our products are quality clothing. At a price level that allows our customers the possibility of creating a fashionable ward robe from their own ideas and the contemporary colours, without spending a fortune in the process.**



Collections

	Sales period	Delivery
Pre-fall	Dec - Feb	Jul - Sep
Fall / Express	Feb - Mar	Aug - Sep
Winter / Express	April - May	Oct - Dec
Pre Spring	May - June	Dec - Jan
Spring / Express	Aug - Sep	Jan - Mar
HighSummer / Express	Oct - Nov	April - May



Contact

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