



## STORY

Allegorical speaking, FRIEDA & FREDDIES means „male and female“ and has got its roots from the USA. The label has got its seeds in Miami and New York: In the 80's one of the hippest discotheques even have got this name.

This label has been personalised by two little Chihuahua – dogs, called "FRIEDA & FREDDIE".

The complete discotheque – scenes of the Miami – Vice series have been filmed in these discotheques and parallel to this a funny, flashy, colourful T-shirt-, Shirt- and Sweatshirt – collection grew up which quickly developed to an "In label". The main focus was set on cool Disco – prints, wild Hawaii shirts etc.

Many Hollywood stars such as Steve Mc Queen, Paul Newmann, Don Johnson have been wearing "FRIEDA & FREDDIES" styles and last not least also the Miami Vice series have been outfitted with this label. After all at the 80's FRIEDA & FREDDIES reached a cult – status.

But at the end of the 90's the discotheques disappeared and in the course of that also the hype for wild, colourful designs died away.

Beginning of 2005 Lebek & friends took over the trademark rights and the collection for Europe, developed this to a young sportswear – collection and established an Europe – wide distribution within two years.

FRIEDA & FREDDIES has got a very positive expansion. The number of customers/ turnover for spring/summer 2010 has been doubled, that means the label is serving now about 1500 customers in the domestic and foreign countries.- with the trend still going up.

The export segment is comprising 45 % with following countries: Netherlands, Belgium, Luxembourg, Scandinavia/Sweden, Norway, Russia, Kazakhstan, Switzerland, Austria, Croatia and Slovenia.

At the first time the collection was sold also very successful overseas for spring/summer 2010 in Canada.

The first soft corner will be installed for spring/summer in Radolfzell /Bodensee and Münster – with the intention to expand to 8 – 10 new locations in 2010.

The sales support on the point of sale will be accompanied by a funny marketing – concept such as displays, posters, key - holders, catalogues, "overcoats", paperbags and scented candles.

Further on the fist merchandising steps, for example for customers like "Steffi Moden", Sylt and "Modefabrik", Münster with a 65 Ford Mustang Cabrio in FRIEDA % FREDDIES design leded to very successful sales. The trading partners also have been supported by advertising in papers and flyers.

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**LEBEK & FRIENDS**

