

BALLY

SINCE 1851

MARKET

From its beginning, Bally emerged as the first truly global luxury goods company, renowned for its unique luxury products, representing style, value and quality.

Bally was founded in the Swiss hamlet of Schönenwerd in 1851 by Carl Franz Bally. The original family business was making ribbons, but Carl decided to shift production to shoes following a trip to Paris where he was seduced by a pair of subtly decorated slippers. Snapping up several styles for his wife, he returned to Switzerland, called in local cobblers and began pioneering the techniques of early shoe manufacturing.

Swiss Heritage, craftsmanship, high quality, comfort and functionality are the fundamental values that sit behind the Bally collections season after season.

Today, Bally is privately owned by the American-based equity fund, Texas Pacific Group, and is centralised at the company's Caslano-based headquarters in Switzerland, close to Milan. Bally's CEO Marco Franchini has assembled an international design team headed up by the Creative Director Brian Atwood to redefine the company's image and product offering. There are three Design and Product Directors under his leadership; Johnny Coca for bags and accessories, Andrea Pompilio for Ready-to-Wear, Andrea Pompilio is responsible for the Bally ready-to-wear, and Sarah Johnson on shoes, all three direct the collections for both men and women.

In the UAE Bally is marketed by the Apparel Group whose vision aims at being the premier source of contemporary fashion in the region offering world-class excellence in quality and value. Having its milestones imprinted across the world-map, Apparel's mission to



completely satisfy its multicultural customer base through the best of international brands that offer the latest trends and contemporary design has come into existence with its strong partnership with prestigious world class labels.

At present the Apparel Group has grown to include 29 international brands under its portfolio from US, Canada, Europe, Australia and the Far East and continues to target various other segments in the market. Due to the integration and recourse of chic fashion labels from the West to the Middle East along with its associates, the company now operates 228 stores in the UAE, Kuwait, Qatar, Bahrain, Oman, India, Poland, Singapore, Jordan, Thailand and Malaysia. Additionally, clear strategies are in place to enter emerging markets such as Saudi Arabia, Russia, Czech Republic, Hungary, Indonesia, Pakistan and Philippines.

Showcasing a plethora of world class brands in fashion, accessories and lifestyle living, the Apparel Group endorses a global style of living, which is well clothed in its local flavours. With more than 29 (and still growing!) world conquering brands at the choice of its customers they strive to satisfy every whim and desire of anyone who steps into their stores. Their focus is to be your constant companion, your guide in all matters related to good shopping and better living.

HISTORY

1851

Bally is founded in Schönenwerd, Switzerland by Carl Franz Bally.



1857

Bally begins to export to South America.

1864

Turnover reaches 1 million CHF.

1880

Bally employs sales agents in Alexandria, Barcelona, Beirut, Brussels, Bucharest, Cairo, Constantinople, Hamburg, Lisbon, Madrid, Marseille, Sophie, Vienna.

1914-1920

The company expands during the First World War. In 1916, sales reach a record of 3.9 million pairs of shoes.

1930

The world depression affects Bally's shoe production.

1951-1973

Boom years - Bally becomes a worldwide player. New production sites in Switzerland are established.

1976

Bally expands into clothing, handbags and other leather accessories.

1997-1998

Bally opens stores in China, Saudi Arabia, Lebanon, Turkey, Nepal, Brazil, Columbia, Estonia, Hong Kong, Kuala Lumpur, Japan and Australia.

1999-2000

US based Texas Pacific Group (TPG) acquires Bally from Oerlikon-Bührle Holding Ltd. Bally launches new strategy to reposition the company as a global luxury brand.

2001

Bally celebrates 150th anniversary.

2002

The Board of Bally International AG announces that Marco Franchini has been named CEO and Chairman of the Board.

Furthermore two Design and Product Directors are named.



2003

Bally is launching its new store concept with the opening of new stores in Tokyo, Hong Kong, Munich and a shop-in-shop boutique at Selfridges London/UK. A new showroom in Milan opens to facilitate the reception of worldwide press and buyers during runway shows and collection presentations.

2005

Bally continues to roll out new stores and refurbish existing units. The new concept has already been implemented in 2004 in existing stores in London, Hong Kong, Geneva, Beverly Hills, Moscow, Kiev and in new stores in Sydney, Las Vegas, Johannesburg, Kuwait, Taipei, Changsha and Shenzhen (China).

2006

Bally continues to register a growth in sales and keeps expanding its retail and wholesale network. In February with the reopening of the New York Flagship store Bally presents its updated store concept. New stores, relocations and renovations are completed in Milan, Boston, Waikiki, Beijing, Istanbul, Dubai, Beirut, Abu Dhabi, and Moscow.

2007

Brian Atwood is appointed the brand Creative Director in February, his first collection for Bally is Spring/Summer 2008 presented in June and September, garnering a greatly increased interest in the brand from both press and buyers. Retail expansion continues at a rapid pace with new stores being opened in Basel, Berlin, Bucharest, Donetsk, Odessa, Oman, and Moscow. At this stage the refurbishment of the existing retail network is 50% complete, and on schedule to be finished in 2008.

PRODUCT

The Bally store concept supports the principle of creating spaces that evoke a sense of calmness, creating a warm and comfortable environment.

The process starts at the facade paying close attention to a strong public image that works itself towards the inside of the space in harmonious synchronicity.

The facade's window displays are created to showcase the Bally product at eye-level focusing on the accessories luxurious qualities. Chocolate tinted glass gives way to a contrasting white classic font logo that is both graphic and powerful. During the daytime, the tinted glass produces a warm intimacy that is suddenly exposed at night when the glass becomes translucent revealing the interior. The entrance to the space is designated by a glass door that is light and welcoming. The grandness of the interior height gives a striking feel to the meticulously crafted spatial design.

The natural and warm color palette of the Bally Store plays with the contrast of light and dark surfaces. Natural oak hardwood floors are occasionally divided by brown velvet rugs with leather trims, delineating rooms that separate the Women's and Men's ready-to-wear clothes, shoes, and accessories. Soft natural boucle fabric sofas, low leather tables with bronze details and small square table lamps located in each "living room" give the public a familiar sense of a home environment. These abstract divisions induce a lounge setting that is comforting and relaxing.

Dual tone wooden blocks, brushed bronze and leather covered display units highlight the product. Brown tinted glass backwalls with white shelves and walnut shelf units constructed like vitrines add a luxe appeal to the presentation of shoes and accessories. The overall architectural design is complemented by the Bally collections and enhanced by the presence of the public.

RECENT DEVELOPMENTS

Apparel Group are currently in the process of renovating all Bally shops to reflect the new "fashion forward" image of Bally and not just the classical Bally that everyone knows. The shops in Saudi Arabia have already been refurbished and those in the UAE should be ready by the end of 2008.

PROMOTION

As a luxury brand Bally are very selective in the way that they present themselves and their products to the general public. Advertising campaigns are prepared to ensure that the luxury image of Bally is maintained and then the advertisements are released in carefully vetted media. Similarly, all promotions undertaken by Bally are crafted to keep the luxury image of Bally uppermost in the public eye.

BRAND VALUES

The driving force behind Bally's success lies in the tremendous energy and dedication of their dynamic team

of associates. They believe in delivering the very latest looks and must-have styles in footwear fashion. Their finely detailed designs are tailored to meet the needs and expectations of their ever



growing, diverse and savvy customer base.

At Apparel the following guidelines are given to every member of staff on the sales floor:

- Customers should be made to feel WELCOME and COMFORTABLE while entering the store and throughout their visit
- Help is always available and offered when NEEDED.
- When help is sought "NOTHING IS TOO MUCH TROUBLE."
- Customers do not want to be HASSLED.
- But customers do not want to be IGNORED.
- Customers never want to be kept WAITING.
- ACKNOWLEDGE a customer even when engaged in a conversation or bogged down in tasks.
- Never say NO when a customer asks for an item, APOLOGISE if not in stock or offer ALTERNATIVE item.



Things you didn't know about BALLY

Bally is one of the world's oldest shoe makers and has been in business since 1851.

All Bally shoes are made by hand.

Bally products can be found in fine stores all around the world.

Bally produce more than just shoes – there is a wide range of bags and accessories too.

Superbrands