



P R E S S R E L E A S E

Luxury made in Germany

Whether it was the Beatles or the Stones, the VW Beetle or the Ford Capri, Pucci or Yamamoto, the 1970s were full of sharp contrasts where style was concerned. Fashion-lovers worldwide agreed on just one thing: never leave home without Bordeaux-red leather accessories sporting the horseshoe motif.

Since then a great deal has changed in the fashion world, also at Aigner. What remains is the horseshoe logo and the firm statement in favour of luxury and love of the product. Today Aigner is one of the most well-known German luxury and lifestyle brands. Whether it's the Ginza in Tokyo or the Mall of the Emirates in Dubai – the Fashion and Leather Collections from Munich are in great demand at all of the world's top locations.

And here's how it all began. During the 1930s, Hungarian-born Etienne Aigner had his first successes as a handbag designer at the Haute Couture shows in Paris. This was followed in the 1950s by the presentation of his own collection in New York, when the typical horseshoe-shaped 'A' logo was first used. This marked the start of a success story that is still continuing today.

From New York, events led on to Munich, where Aigner advanced to become a cult brand during the 60s and 70s. The horseshoe soon became far more than just a decorative symbol – it expressed the whole feel of life at that time.

Despite the sense of a new beginning and the rapid developments in the years that followed, Aigner remained true to its basic principles and relied on values that are of constant and lasting relevance. The best example of this is the unmistakable saddle-bag - a tribute to traditional leather- and saddlework. The fact that this model keeps on reappearing even in the very latest collections reveals its sheer timelessness.



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Aigner goes fashion: in 1990 the first Women's- & Menswear Collection appeared on the market. Licences were issued for watches, jewellery and spectacles.

The lifetime achievement of Etienne Aigner – today Aigner is a global luxury brand with 135 stores and 350 sales centres in over 40 countries worldwide.

In 2008 Aigner was fortunate to obtain the services of Udo Edling – the shooting star among German designers in Paris – as its new Art Director. His first collection combines the finest of materials with sophisticated design in the best Aigner tradition: pragmatic luxury, as symbolised by the horseshoe.

Munich, January 2009

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