

## LIEBLINGSSTÜCK – AUTHENTICITY AND TEAM SPIRIT A GERMAN SUCCESS STORY



Several German labels have been making waves internationally in recent years. One of them is **Lieblingsstück**, a brand specializing in knitted outerwear for women that seems destined for success. The secret? “Of course, a successful fashion business needs collections and a mission that are in line with the market’s needs, but success requires something extra. A huge part of our success is down to our team. They are the heart and soul of Lieblingsstück. All our staff are passionate and always give 100%,” Director Thomas Bungardt says. “We see ourselves as a retailing partner, not a direct seller.” Bungardt explains that the Lieblingsstück website is designed so that customers are redirected straight to a retailer’s online store, where their order is placed. “We’re proud to say that in the last month alone, we redirected over 4,000 users to online retailers’ sites.”

Founded 28 years ago, Lieblingsstück produces high-quality cashmere pieces in Madagascar, where it also funds a children’s home and a school. Bungardt stresses that in countries where goods are produced, Lieblingsstück invests not just through high-volume purchases but also through social projects. “We want to tackle relevant issues, and help customers feel that they are not only getting a premium product, they are also doing something worthwhile.” Lieblingsstück also raises the feel-good factor for customers by using wood, leather and steel in its shop-in-shops.

Lieblingsstück is a German brand to watch. The company recently launched **The Lovely Brand**, a label positioned above Lieblingsstück that is already receiving extremely positive feedback. A home-grown German label with courage, innovation, authenticity, honesty and heart: an uplifting formula for success.

[www.lieblingsstueck.com](http://www.lieblingsstueck.com)

## KING BABY: ROCK ‘N’ ROLL MEETS CRAFTSMANSHIP



**King Baby**, an LA-based jewelry company run by owner and designer Mitchell Binder, has been Hollywood stars’ go-to brand for heavy-duty, yet finely crafted, jewelry for over 15 years. However, Binder’s passion for Rock ‘N’ Roll, traces of which are heavily infused into his designs today, was ignited long before King Baby’s 2000 launch. During the 1970s, Binder moved from Jackson, Mississippi, to Los Angeles where he discovered musicians such as Jimi Hendrix and Janis Joplin during the ‘Summer of Love’. Aged 15, he felt drawn towards fashion and became a jeweler’s apprentice before eventually beginning to design his own pieces, all the while infusing that bad-to-the-bone, rocker mentality into his aesthetic. With a starlet of a personality and the go-getter environment that is Hollywood around him, Binder formed critical contacts that catapulted him into the position of ‘go-to jeweler’.

With flagship stores now in the cities of Santa Monica, Las Vegas, Nashville, and even Beijing, China, King Baby brings that authentic, Americana vibe to cities nationally and globally. Skulls, wings and rosaries are recurring themes in his collections that speak to this rock sensibility. Solid sterling silver pieces complemented with quality leather, diamonds, rubies and sapphires comprise elements of the craftsmanship behind King Baby’s long-standing success.

[www.kingbabystudio.com](http://www.kingbabystudio.com)