

## ALL CHANGE AT LIEBESKIND BERLIN



What's up at the successful German label? **WeAr** talks to CEO Brigitte Danielmeyer about the brand's latest developments.

**Your new headquarters in Berlin is big news. What makes it special?**

Now all **Liebeskind Berlin** employees are working under one roof. Before, the teams were distributed

between three locations. Working and laughing together makes a big difference for solidarity and team building. The loft space, brick walls and the location right by the Spree River give the new headquarters a special feeling.

**You are going through an interesting 'trading up' transition. Why and how?**

Trading up, to us, is not about becoming more expensive, but about getting better. High quality at affordable prices is the DNA of Liebeskind Berlin. Our accessories have received international acclaim; there is also a ready-to-wear collection, as we want to offer our clients more than our iconic 'vintage' bag.

**What is its focus?**

The collection embodies a special attitude to life unique to Berlin. There are many intersections between the bags, womenswear, and footwear lines; our design teams work closely together.

**How important are bags and accessories for you?**

Bags continue to be a core product of Liebeskind Berlin; womenswear and footwear collections

complete the look. Trousers, leather jackets and shoes develop the vibe suggested by the bag.

**Keyword 'new workmanship': what can you report here?**

First of all, it's about new leathers, but also new techniques, such as our new 'Handstitch' group where delicate, handmade details are combined with high-end nappa leather.

**What's your take on retailers?**

Retailers are reliable partners who have supported Liebeskind Berlin from scratch, and we will continue to build solid relationships with them.

**Where are you currently selling and what are your expansion plans?**

Liebeskind Berlin is available in 25 countries. The territories we want to expand to, apart from the D-A-CH region, are the Americas and Southeast Asia.

[www.liebeskind-berlin.com](http://www.liebeskind-berlin.com)

## LA MARTINA EVOLUTION GLOBAL RETAIL SUMMIT

To explore the opportunities and threats of the imminent digital future, **La Martina**, the luxury lifestyle brand that marries polo expertise with impeccable style, hosted its first **Brand and Retail Global Summit** in Milan, inviting international retailers and partners from four continents.

The two-day event focused on digital topics including authenticity, sustainability, content creation, the power of 'prosumers', changing shopping experiences, digital marketing, and omnichanneling. These were explored through case studies and talks delivered by acclaimed analysts, such as Giovanni Cagnoli, co-founder of the Italian branch of the consulting firm **Bain & Company**; Piers Fawkes, founder and president of business intelligence agency **PSFK**; Francesco Morace, sociologist and president of research company **Future Concept Lab** and Brian Solis, principal analyst at digital insights company **Altimeter Group**.

La Martina's owner Lando Simonetti and CEO Enrico Roselli take the digital world very seriously: they recently invested 1.5 million EUR into a cutting-edge e-commerce platform. By sharing their expertise with over 100 retailers who stock the brand, they are helping the industry to navigate the challenging universe of big data more successfully, creating winning omnichannel strategies and streamlined online solutions for the benefit of their businesses and the industry as a whole.

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



Enrico Roselli