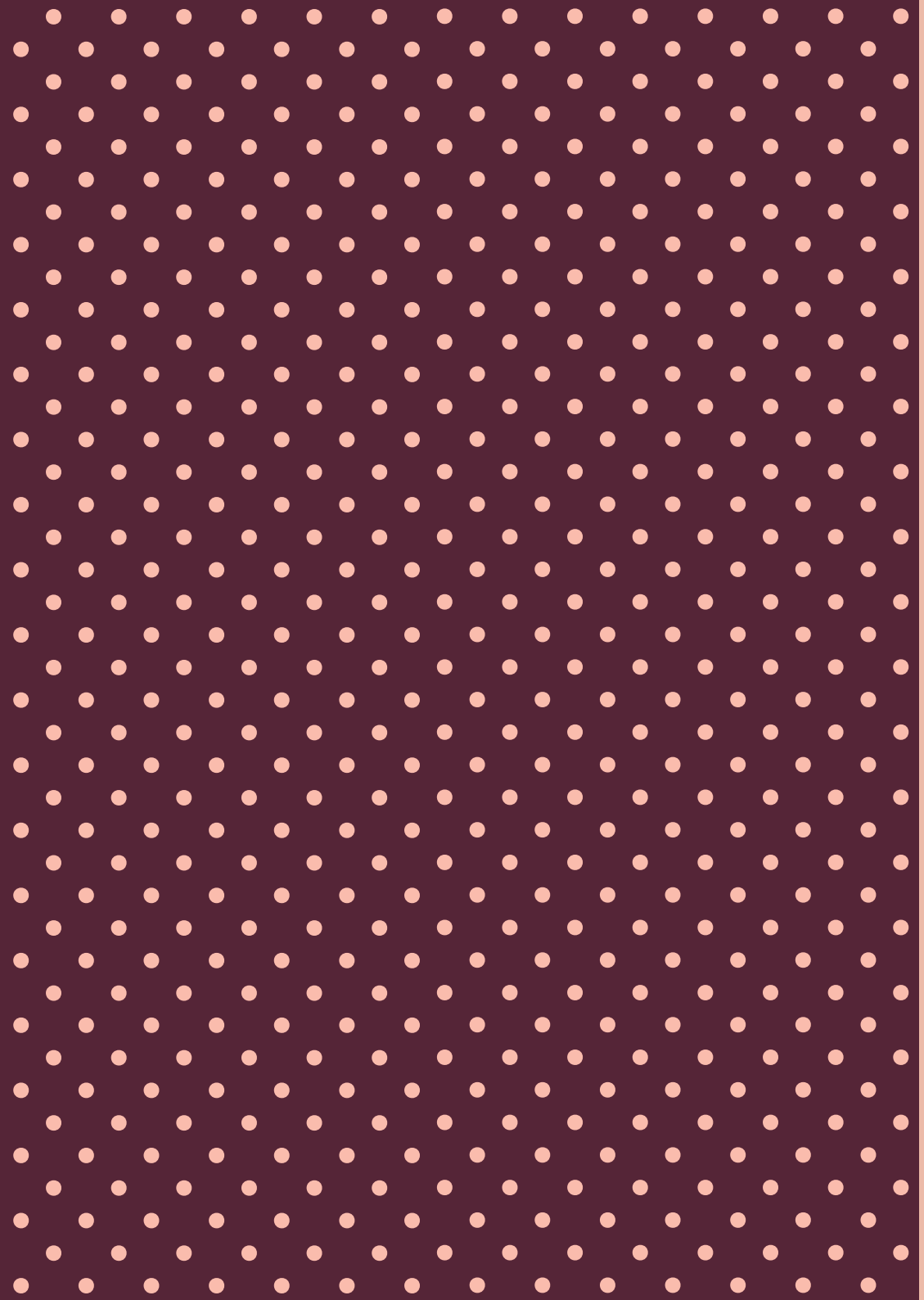
Saint

Tropez



Yes
you can
sparkle

Welcome to the new Saint Tropez

We have started the process of renewing the Saint Tropez brand. On the next pages you can read all about the exiting new things we are implementing to make Saint Tropez stand out from the crowd. We have defined our consumer target group more precisely and sharpened our DNA to attract her.

We have improved our service level for our wholesale customers, as we acknowledge that flexibility is a key parameter in today's fashion industry.

Enjoy the reading.

Sofie Lindahl-Jessen
CEO

Saint
Tropez

Saint Tropez was established in 1986 in the seaside village of Hornbæk – Denmark's equivalent to Saint Tropez, France – as a dynamic high-street fashion brand.

Today, Saint Tropez is an international brand designed in Denmark and sold all over Europe. The collections always have a feminine touch and reflect the latest fashion trends. Saint Tropez has 400 employees and runs 40 own Saint Tropez shops.

Since 2002 the brand has been owned by IC Group A/S, one of Denmark's biggest fashion companies. IC Group also owns the premium fashion brands By Malene Birger, Peak Performance, Tiger of Sweden and Designers Remix.

Play more. Love more

Our Brand

Our designs are for the woman,
who wants to feel fashionable every day.
We create the season's must haves, the everyday hero
and the perfect party look
- accessible fashion for all occasions.

Ain’t no saint

Our collections

6 YEARLY MAIN COLLECTIONS

Full range collections, reflecting our DNA – implementing trends with a feminine touch, being true to the season. Always accompanied by the essential basic styles in seasonal colours, which can be ordered by colour and provide a mark-up of 3-3,25.

10 YEARLY EXPRESS COLLECTIONS

Staying close to the market, catching the latest trends and delivered monthly.

NEVER OUT OF STOCK (NOOS)

Long lasting essentials. Always on stock.
Can be replenished on size and colour level.

Our design team

Our design team is based in Denmark and headed by Anna Juul Jepsen.

Anna Juul Jepsen has several years of experience as design manager in the high street segment. She has the commercial insight required to be creative in a dynamic company, as well as understanding of the customer's needs across markets without compromising design and quality.

Less bitter, more glitter

Shops

We run 40 mono-brand Saint Tropez shops where the consumer can get the full Saint Tropez brand experience. Alongside we have a close partnership with 1.000 multi-brand fashion stores.

Services to our partners include

- In-store concepts
- Support by local sales teams
- A new and up-to-date B2B platform where our customers can shop 24/7
- A multi-lingual customer service
- Efficient delivery and ability to replenish on stock items from day to day

Contact us

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