

Van de Velde

19.04.2018 – 07h30

Regulated information – Trading update

Successful launch of Marie Jo Swim and growth of new channels partly offset the impact of the slow start of sales in traditional channels

Alongside the successful launch of Marie Jo Swim and growth in new channels, Van de Velde continues to develop the retail environment in which it is traditionally active (brick & mortar stores). This has not yet generated the expected results. As a consequence, Van de Velde expects total turnover not to grow in 2018 compared with 2017, but to remain stable or to decrease modestly.

Van de Velde remains fully committed to the ‘investments’ in the previously identified and activated areas that contribute to building a scalable platform focused on its priorities:

- Positioning its brands, and marketing and developing new channels;
- Developing eCommerce and digitization, including up-to-date IT architecture;
- Increasing the agility and delivery reliability of the supply chain.

At the same time, we continue to develop the skills of our employees and attract additional talent in the aforementioned areas.

This reduction in the projected turnover compared with the press release of 27 February 2018 is expected to put significant pressure on the profit trend compared with 2017.



Van de Velde is the powerhouse of world class brands PrimaDonna, Marie Jo and Andres Sarda. Our mission is to deliver the ultimate personalized consumer experience. As a leading player in the luxury and fashionable women's lingerie, swimwear and sportswear sector, Van de Velde bases its long-term strategy on developing and expanding brands upon Lingerie Styling. This proprietary concept combines fit, style and fashion. Our key markets are in Europe and North America and we work closely together with 5,000 on- & offline specialty lingerie stores worldwide. We run our own premium retail chains, under the names Rigby & Peller, Lincherie and Private Shop, in which we exemplify the principles of Lingerie Styling. Van de Velde is listed on Euronext Brussels.

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