



BLEND[®]

BRAND ID





B L E N D H E

**... HE'S ADDICTED TO
HIS BLEND JEANS**

He is an authentic rebel with a natural roughness who's wardrobe contains new as well as worn products inspired by work wear.

It's masculine and with a focus on actualness, product details and value for money.

ABOUT HIM...

He likes to stay in tune with fashion but he is definitely not a fashion victim. He is authentic rebellious and true to himself. After work he likes to spend time with his friends, go to music venues and clubs to meet with other mates and to check out the latest bands. He appreciates his freedom, the city and its' possibilities, dresses casually and does a little workout every once in a while - just to stay fit.

To him age is nothing but at number - but he is probably around 18-30 years old.



**BLEND HE
BRAND VALUES
- THE FIVE CRUCIAL
FUNDAMENTALS**

AUTHENTIC ROUGHNESS

COMMERCIAL CONSISTENCY

COLOURFUL CHECKED UNIVERSE

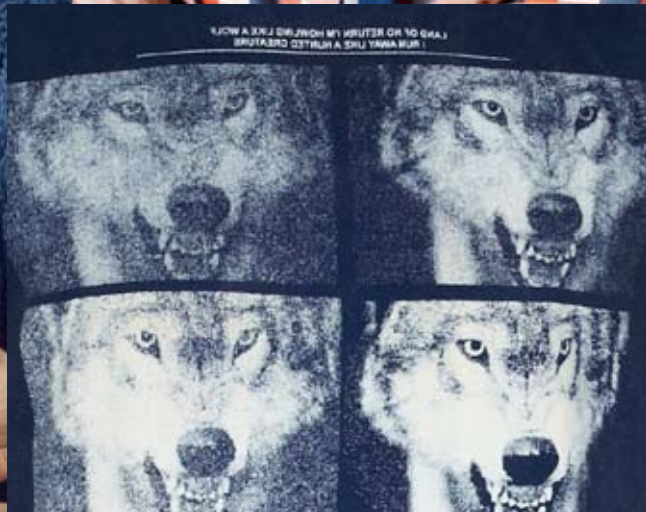
DENIM HERITAGE

DESIRABLE PRODUCTS

THE MASCULINE SPIRIT OF BLEND HE

The Blend collection presents a powerful selection of contemporary European styles and carefully crafted jeans built for urban living. Competence and true craftsmanship are behind the Danish jeans label that appeals to free-spirited and youthful men all over the planet. Wear them in - and wear them out! Mix and match for an urban BLEND styling.







MARKET DRIVEN DENIM BRAND

BLEND works with a strong focus on commercial consistency with four main collections characterized by 12 monthly colour coordinated delivery capsules. The cornerstone of all designs are 'quick to market' and an outstanding price-quality balance. We have two OPENING and four MAIN collections yearly. OPENING collections are characterized by extended mark-up and special price points.

WHERE TO GET BLEND

BLEND HE is distributed to different commercial channels like independent wholesale, department stores, large customer/chains, mono brand, shop-in-shop and outlets.





B2B WEBSHOP

Blend is easy accessible trough a B2B webshop. Shop styles from all collections, available stock, NOOS, express, ongoing campaigns and special offers.



BLEND IS PART OF THE BTX GROUP

The BTX Group is one of Denmark's main suppliers of fashion for children and adults throughout Europe.

Every day, we offer consumers a broad range of reasonably priced top-quality clothing through approximately 25,000 independent retailers.

The BTX Group, previously called Brandtex, celebrated its 75th anniversary in 2010. Today, the company has approximately 800 employees and a turnover in excess of DKK 2 billion. Through our 17 brands we work together with about 25,000 stores in Denmark and abroad. Our goal is to become the stores' preferred partner.

BLEND

SIGNATURE

DRANELLA

Brandtex

b.young

Ciso

GESTUZ

btX
GROUP

FRANK Q

ICHI

fransa

fransa kids

IMITZ

JENSEN
WOMEN

Share female

VETO





OBJECTIVES

The BTX Group wants to run a profitable and sustainable business based on the needs of our customers.

The Group's Corporate Responsibility Policy is based on a number of internationally recognized principles relating to human rights, labour rights, environment and anti-corruption. In accordance with these principles for corporate social responsibility, the Group wishes to deal fairly with all interested parties, minimize any negative impact on the environment and contribute to mutually beneficial economic results.

BLEND AGENTS

DENMARK, HEAD OFFICE Tel.: +45 79 433 000 // Fax: +45 79 433 001 e-mail: blend@btx.dk BELGIUM // LUXEMBURG Tel.: +32 9380 8281 // Fax: +32 3868 589 e-mail: malcotex@hotmail.com CANADA Tel.: +1 514 940 6410 // Fax: +1 514 384 1296 e-mail: charles@point-zero.com FINLAND // BALTIC Tel.: +358 9565 5030 // Fax: +358 9565 50333 e-mail: tero@braxtonclothing.fi FRANCE Tel.: +33 14806 3333 // Fax: +33 14806 3334 e-mail: irene.jjl@wanadoo.fr GREECE Tel +30-210-7258272 // Fax +30-210-7228523 e-mail: info@ufb.gr GERMANY Tel.: +49 211 688 7520-0 // Fax: +49 211 37707-4 e-mail: info@servicehouse-duesseldorf.de HOLLAND Tel.: +31 2033 14287 // Fax: +31 2033 14287 GUYS e-mail: bastiaan@fancyfarmers.com GIRLS e-mail: natascha@fancyfarmers.com HUNGARY Tel.: +36-30-9541321 // Fax: +36-76-327 628 e-mail: nan@blend.dk ICELAND Tel.: +354 564 6565 // Fax: +354 564 6566 e-mail: hilmar@blend.is IRELAND GUYS Tel.: +353 1872 3055 // Fax: +353 1873 3032 e-mail: info@jbagencies.ie IRELAND GIRLS Tel.: +353 87 6762733 e-mail: shellymeaney@aol.com ITALY Tel.: +39 0650 20400 // Fax: +39 0650 04190 e-mail: info@badii.it NORWAY Tel.: +47 6711 9300 // Fax: +47 2101 4224 e-mail: bjo@blend.dk POLAND Tel.: +48 602 879 727 // Fax: +48 6164 97100 e-mail: info@dkdivision.pl RUSSIA Tel.: +7 495 221 32 41 // Fax: +7 495 221 32 41 e-mail: n.mustafina@apart-fashion.ru SERBIA (MACEDONIA, MONTENEGRO, BOSNIA & HERZEGOVINA) Tel.: +381 32 379 770 // Fax: +381 32 379 604 e-mail: sasaj@avanguardigroup.com SPAIN // PORTUGAL Tel.: +34 9330 19360 // Fax: +34 9330 26084 e-mail: geronimo@lacasadelalcalde.com SWEDEN Tel.: +46 3174 83838 // Fax: +46 3168 1265 e-mail: ma@ichi.biz SWITZERLAND Tel.: +41 44 925 90 90 // Fax: +41 44 925 90 95 e-mail: of-fice@mw.ch UNITED KINGDOM Tel.: +44 1732852281 // Fax: +44 1732852274 e-mail: david@cordagencies.com

