



BLEND[®]

BRAND ID





BLEND SHE

... SHE LOVES TO
BLEND HER PERSON-
ALITY WITH SIMPLICITY

BLEND SHE is contemporary and feminine denim fashion made for her to feel and look good. BLEND SHE focuses on actualness, product details and value for money.

ABOUT HER...

She is a natural beauty with a feminine attitude
- open minded, extrovert and still sensible. If you have a look in her wardrobe you'll discover plenty of denim and colourful checks. She is naturally styled with an eye for details that create a sense of pure simplicity.

The target group is young at heart, feels like age 18-25, natural, feminine and in touch with fashion - but certainly not a fashion victim.





**BLEND SHE
BRAND VALUES
- THE FOUR CRUCIAL
FUNDAMENTALS**

FEMININE SIMPLICITY

COMMERCIAL CONSISTENCY

COLOURFUL CHECKED UNIVERSE

DENIM HERITAGE

THE SPIRIT OF BLEND SHE

The BLEND SHE 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 the free-spirited girl. Mix and match for an urban and feminine BLEND style.







LET HER SPARKLE WITH EVENING STAR

A very special selection of the Blend SHE collection is named Evening Star and it is dedicated to the Blend girl who wants to shine a little brighter and indulge herself with something glamorous. The design emphasizes the feminine elements with stylish details and urban elegance - classy and dazzling - always true to the Blend SHE spirit but with a more dressed look and added value.

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 SHE

BLEND SHE 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 through 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

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