

BTX GROUP

BRAND

BOOK

B.
COPENHAGEN

CISO

JENSEN
BY

BRANDTEX

SIGNATURE

WELCOME TO THE BTX FAMILY

Dear reader,

Welcome to our brand book!

On the following pages, we will introduce you to the five individual brands in BTX Group's portfolio. You will get to know the interesting women we target with B.Copenhagen, CISO, JENSEN Women, Brandtex and Signature.

Our roots are very important to us. Founded in 1935, BTX Group is one of the first Danish textile pioneers. Today we are among the key players in the Nordic fashion industry.

In this book, we will unfold a bit of our background because it gives an understanding of our visions, our culture, and who we are today.

BTX Group has a long and impressive history, and we are proud to be able to build on top of this solid base. In the brandbook, you can read more about our visions for the future and our ideas on how to continue developing our company.

Our goal is to remain a top player in our segment, and we plan to add many more exciting chapters to the textile adventure, once started under humble conditions in Brande, Denmark.

Today, we offer five strong brands - each with a specific identity, look, and design-DNA. This means that every season, BTX Group offers a wide range of fashion collections, express items and Stock Service.

Individually or combined, our brands provide our retail partners with strong value and great growth potential!

Enjoy reading!

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FOUNDED BY HARD-WORKING TEXTILE PIONEERS WITH STRONG STRATEGIC SKILLS

The history of BTX Group begins with the foundation of Brandtex in 1935. Anna and Aage Petersen established a small textile company in Brande with a production primarily based on women working on small sewing machines at home.

The owners' ambitions were high, and they worked diligently every day. They wanted to expand, and the company cleverly adapted to new market demands. In the early 60s, Brandtex made a strategic decision to focus on womens' pants. It showed to be a wise decision. Brandtex standardised the production and expanded with modern and efficient production facilities - first in Denmark, and later also abroad. Brandtex became one of Northern Europe's largest clothing manufacturers.

The business continued to grow quite impressively, and Brandtex began acquiring other textile companies and establishing new brands from scratch. Gradually, the company developed into a multi-brand fashion house.

The Brandtex group was owned by the Petersen family until 2005 - today the business is owned by Grow Capital and the group is now named BTX Group.

The well-known name Brandtex is now one of BTX Group's five strong women's wear brands - each of them still designed in Brande, Denmark.

The values once founded by hard-working and strategically far-sighted textile pioneers are still essential in BTX's spirit and company culture.



In 1968, two generations of the family company are looking at the prospect for further expansion of Brandtex. Max Petersen (left), and Aage Petersen (right)

WE CREATE FASHION THAT MAKES WOMEN FEEL GREAT

It's our mission to CREATE FASHION THAT MAKES WOMEN FEEL GREAT.

Each of our five brands offers four collections a year plus express items or lines. We also provide retailers with a range of Stock Service.

In different ways, all of our brands deliver a comfortable wardrobe that celebrates the modern woman. Focus is always on fit, fashion and comfort, and we have great knowledge of constructing women's clothing considering how the female body changes with age. We see ourselves as trend followers rather than first movers - this is a highly commercial strategy that attracts a large and loyal target group.

Good quality is a must to us and our prices are affordable - our customers will definitely get value for money.

WE TAKE RESPONSIBILITY TO PROTECT THE ENVIRONMENT

When developing new collections, we always aim at designing and producing long-lasting items of great quality and fit. In this process, we seek to keep a proactive approach towards our suppliers to find more sustainable choices.

BTX Group demands all suppliers to sign our Code of Conduct, which includes requirements with regard to human and labour rights as well as environmental protection.

BTX Group wants to be a part of the solution to change our industry towards a more sustainable world, and we are confident that our steps will have an important and positive impact, in close cooperation with the partners in our supply chain, and the industry as a whole.

WHAT'S IN IT FOR YOU?

WE GUARANTEE YOU VALUE FOR MONEY!

BTX Group guarantees you value for money. Our employees are quality minded and highly engaged people with an eye for details. This mindset permeates the entire organization - from design, through administration, leadership, quality control, logistics, marketing, and sales.

Retailers benefit from the proud traditions and great knowhow, BTX Group can offer.

Our products are made to last more than one season. We make an extra effort when choosing the very best of fabrics, trim, production techniques, and finishes.

Our designers have a profound experience in developing Danish fashion design, and they give high priority to fit and comfort when creating new fashion pieces. Of course, this counts for each of our five brands - each providing you with four yearly collections as well as express lines and Stock Service.

CLOSENESS & PARTNERSHIP

BTX Group offers several business solutions. Our goal is to create win-win solutions and to build close relationships with our retail partners.

We see closeness and responsibility as key aspects in the retailer-supplier cooperation. Currently, we cooperate with 3,000 customers - multibrand shops and department stores - all over Europe.

When you do business with BTX Group, you get the opportunity to concentrate a large part of your purchases in one place. With our five brands, we target many different types of women. Some of them - or maybe all of them - you know from your own store. BTX delivers the entire palette, and you achieve clear synergies in your business by consolidating your purchases at fewer suppliers.



A FLEXIBLE SHOP-IN-SHOP SOLUTION

Some of our customers have expanded our partnership with a shop-in-shop concept. We offer a flexible shop-in-shop concept individually adjusted to the profile and size of your store and the brands you carry.

The concept is well-proven, as the design is inspired by the thoroughly tested Like ANNA store concept. By running the Like ANNA concept stores, we get directly response from end-consumers for the benefit of BTX as well as for our retail customers.

Regardless of the size of your shop-in-shop or the number of BTX brands you choose to carry, we aim to establish an even closer partnership with you. With our shop design, you always have an attractive, exciting and up-to-date presentation of the BTX collections.

WELCOME TO OUR B2B WEBSHOP

We offer our partners access to the BTX B2B webshop.

Our sales people love visiting you in your shop, talking to you on the phone or e-mailing with you. But sometimes you might want to order new supplies quickly and outside normal opening hours.

That's why we have developed the BTX webshop! At the platform, you have easy access to our five fashion brands and NOOS programs. The webshop is open 24/7 - whenever it is convenient to you!

At the BTX B2B webshop you will also find special web offers, and you get the opportunity for a larger profit.



LET US ASSIST YOU!

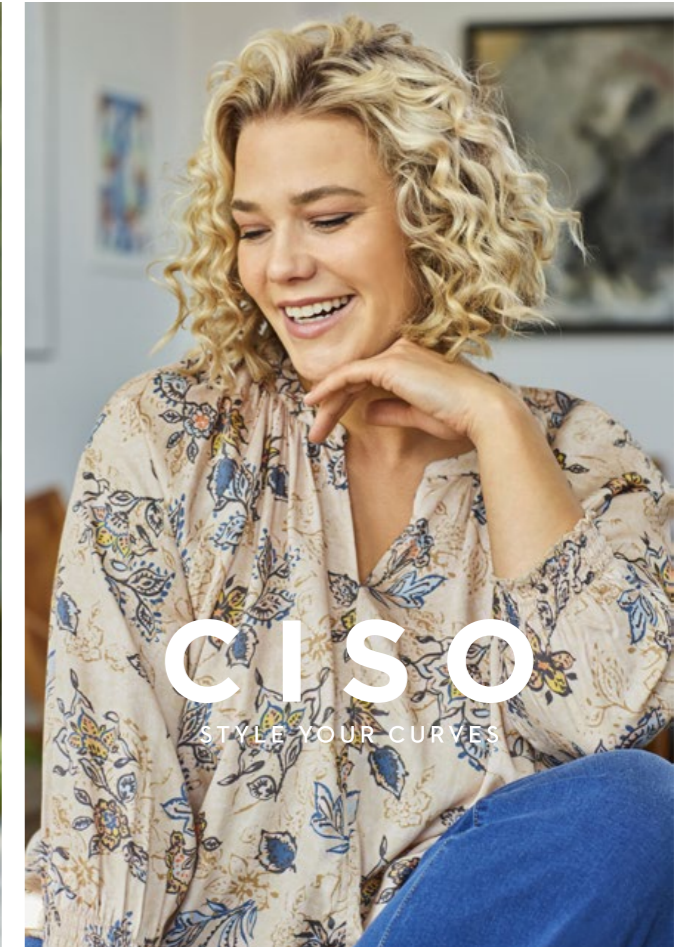
You are always welcome to contact our Social Media experts - they are ready to assist you with your online communication.

Do you need some great style pictures?

Our in-house marketing department can guide you to easy access to our image gallery where you'll find professional photo material for PR or marketing purpose. This service is free of charge, and the image bank is very easy to navigate.

Our brands provide retail partners with logo signs, poster frames, and new eye-catching posters for the season.

MEET OUR 5 BRANDS





The B.Copenhagen woman

PLEASE, LET'S INTRODUCE HER!

”

The city is in my DNA.

I love Copenhagen with all of its diversity, creativity and warmth.

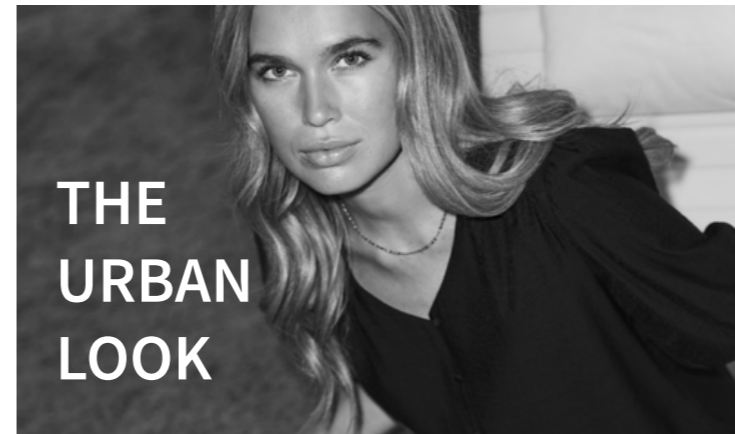
I enjoy what urban life has to offer me: Company, new experiences, shopping and great restaurants, culture, people with different life styles...

I love B.Copenhagen because it is designed to follow the trend, yet never compromises on comfort. The clothing is easy to wear. Dressed for any occasion, everyday look or dressing up for going out.

It is cool and colour coordinated and a perfect match to my lifestyle. Whether I am in the city or enjoying a time-out from the busy life.



THE CITY IS IN MY DNA



THE URBAN LOOK



REFLECTING MY FEMININITY



B.

COPENHAGEN



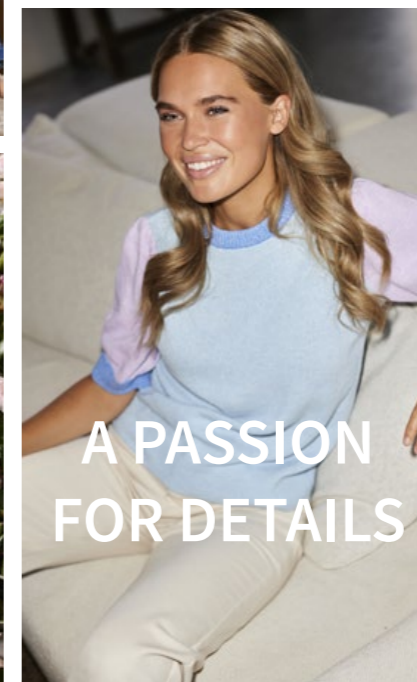
B. COOL



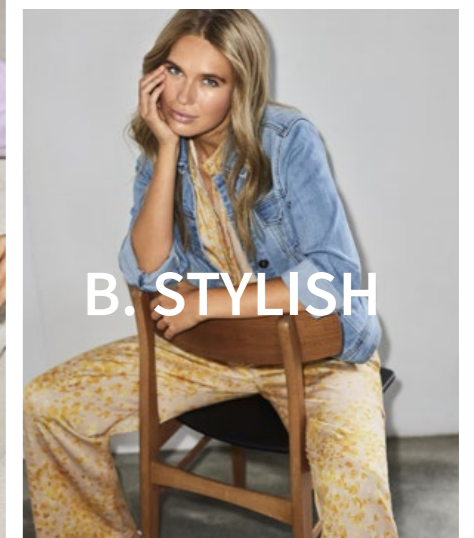
FOR OUTDOOR ACTIVITIES



B. RELAXED



A PASSION FOR DETAILS



B. STYLISH



B. YOU

the world will adjust

B. BRAVE

enough to shine

B. POSITIVE

and make someone smile

B. INSPIRING

in everything you do

THE CISO WOMAN

PLEASE, LET'S INTRODUCE HER!



STYLE YOUR CURVES

”

I am a woman with curves, but this is not what defines me! I am a woman of confidence, and I have a positive attitude! I guess you could call me an optimist...

I enjoy life, and I am grateful for having a lovely family and good friends.

I look out for inspiring, feminine fashion and denim styles designed to flatter my curves. I love clothing created to make me feel strong, comfortable and even more beautiful - enabling me to dress in the new season's cool styles with fashionable details as well as vibrant colours and modern prints.

I would describe my style as feminine, fresh, and confident!

This is why I love CISO....



COOL STYLE





The Jensen woman

-PLEASE, LET'S INTRODUCE HER!

” I love my everyday life! To go to work, and do my very best! To take good care of my family and spending time with them. I am an energetic woman who also devotes time to my own interests and friends. Jensen Women is new wardrobe, essential styles with feminine details that are relaxed and easy to wear and combine. The colours are neutral core-colours spiced up with new seasonal colours. JENSEN WOMEN is very strong in basics, especially viscose knits and jeans. When I shop, I look for a perfect fit and good design at affordable prices – and JENSEN Women is a perfect match to me and my everyday life!



EASY TO WEAR

JENSEN WOMEN

BASIC KNITS

ESSENTIALS

COMMERCIAL PRINTS

JEANS

NEW SEASONAL COLOURS

FEMININE DETAILS

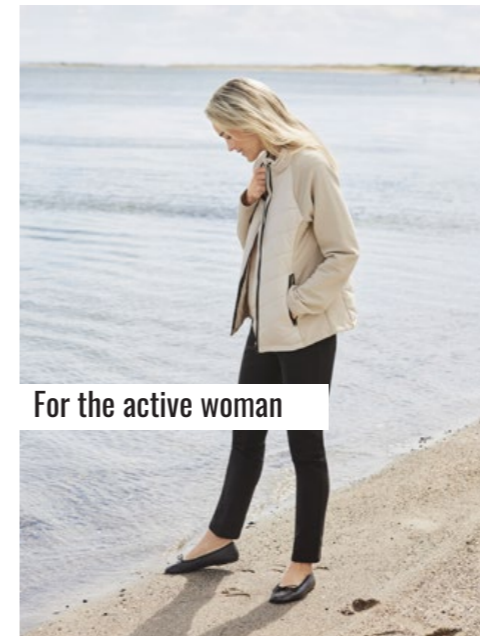
COMMERCIAL MUST-HAVES



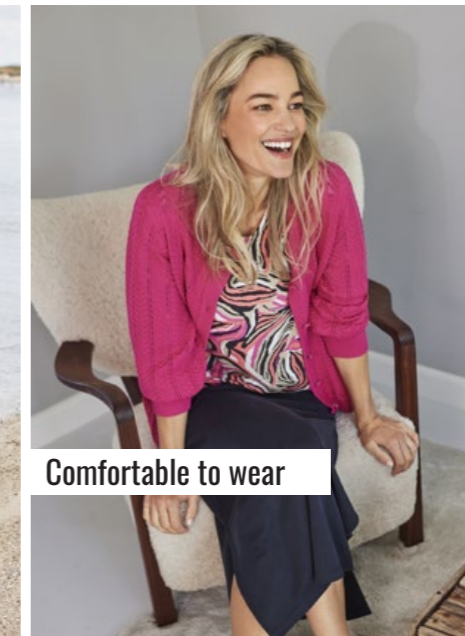
Essentials styles with
feminine details

THE BRANDTEX WOMAN

PLEASE, LET'S INTRODUCE HER!



For the active woman



Comfortable to wear



Classic & timeless

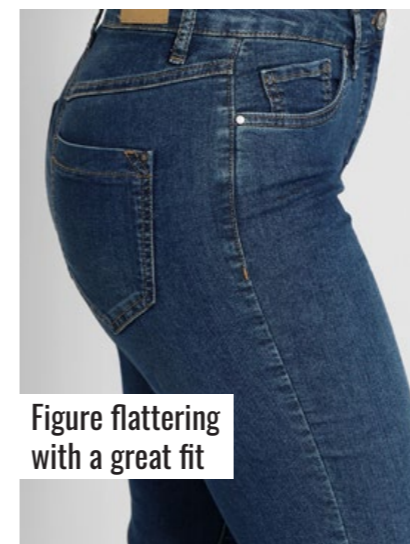
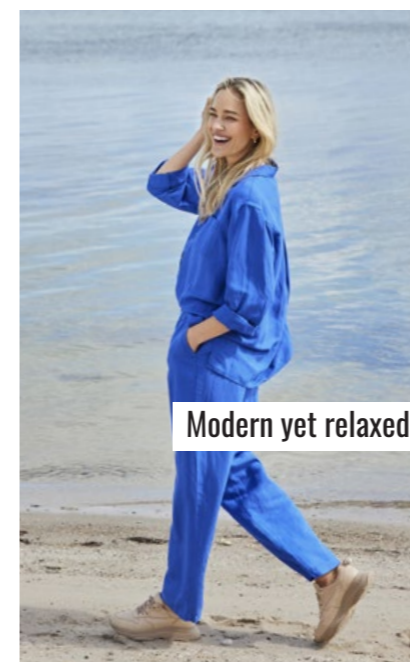


Figure flattering with a great fit

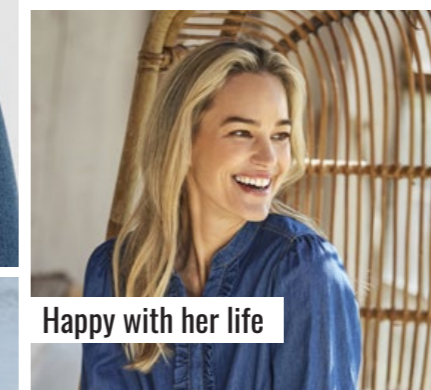


”

I am happy with my life! I don't have so many obligations any more, but I still consider myself a pretty active woman! I enjoy having time for new activities, and spending time with friends and family. I would call my style modern-classic - I like timeless clothing with a feminine touch. I love colours, and my look is always harmonic and coordinated. Comfort, quality and fit are elements, I never compromise on. I want to look and feel good at the same time. That's why the Brandtex brand suits me so well - it is designed to provide real woman with real style!



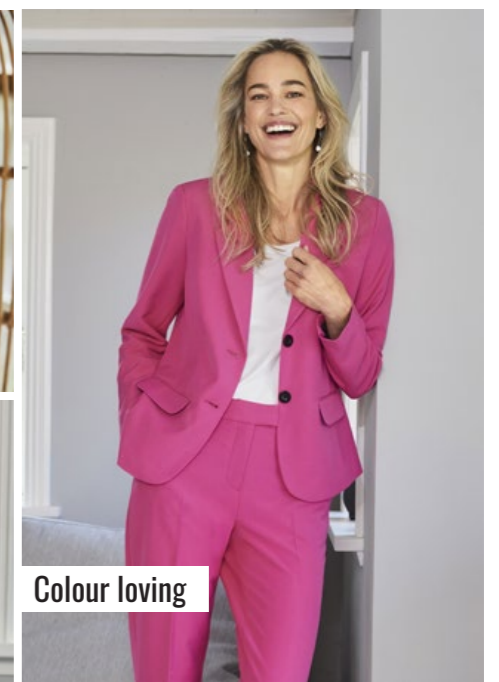
Modern yet relaxed



Happy with her life



Feminine & elegant



Colour loving

*Real Style
Real Women*



THE SIGNATURE WOMAN

PLEASE, LET'S INTRODUCE HER!



”

I would describe myself as a self-confident woman. My style is individual, and it is important to me to stand out in clothing with beautiful colour harmonies, and exquisite prints.
 I prioritize quality fabrics and always go for brands with a strong eye on details, comfort and fit.
 I want my clothes to underline my femininity! I love to wear coordinated fashion items in fabulous colour combinations - and my wardrobe is composed to make it easy to mix and match.
 I feel good knowing I am well dressed. It makes me extra confident, and I prefer fashion brands with a strong expression - as stylish as a piece of art!



SIGNATURE

The Art of Style



LET'S KEEP IN

TOUCH!

Meet the brands and our talented
sales people or distributors at

www.btx-group.com

brandtextfashion.dk
bcopenhagenfashion.dk
signature.dk
jensenwomen.dk
cisofashion.dk