



Aquascutum - Past and Present



Aquascutum's History

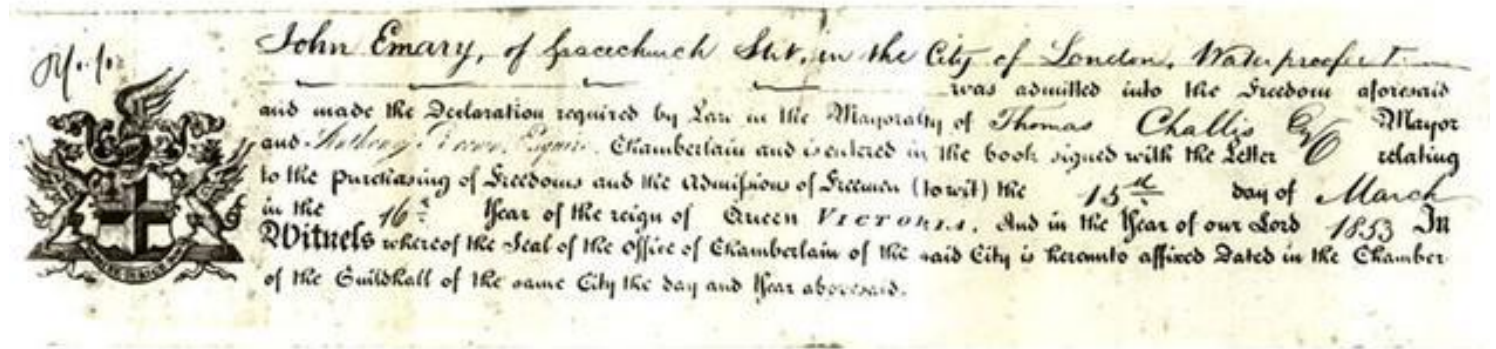


- Set up by John Emary, Aquascutum began as a Mayfair tailors in 1851. From the beginning, fine craftsmanship and technical innovation have been at the forefront of the brand, and two years after opening, Emary created and patented the first waterproof textile. This unique development led to inspire the brand's name, which translates as 'water shield', from Latin. The company's growing success led to a relocation of the flagship store to 100 Regent Street in 1895.
- 'AQUASCUTUM' TRANSLATES AS 'WATER SHIELD' FROM LATIN.





King Edward VII



Aquascutum's first royal warrant

- Promoted by King Edward VII, his majesty became the first royal client, ordering a coat in the Prince of Wales Check. In 1897 a royal warrant was received, marking the beginning of a long patronage with the royal family. Soon after, in 1900, Aquascutum began designing outerwear for women. The functionality of the coats and capes became popular with the suffragettes.

AQUASCUTUM

LTD

MILITARY



Belted Infantry

FIELD AND TRENCH COATS
—Waterproof, yet Self-ventilating—

Have been supplied to Officers of all Ranks and Regiments in the British Army, and, in their opinion, stand out as the **only Coats upon which they can place the utmost reliance.**

We owe the unprecedented success we have experienced with these coats to the recommendations of thousands of satisfied wearers, also to our principle of never supplying a Coat, unless we are confident of its giving **entire satisfaction.**

We are daily receiving letters expressing complete satisfaction from Officers at the Front, and will be pleased to show these to anyone interested at our Regent Street Establishment, where a large stock of Military Waterproofs is kept **ready for immediate wear.**



Trench Coat

AND

CIVIL TAILORS



"Aquascutum" Country Life Coat

Ladies' and Gentlemen's Coats, made in registered **Aquascutum Cloth**—all wool, perfectly waterproof—guarantee the wearer immune from chill.

Artistic and beautiful colourings, absolute freedom, and withal distinctive style renders the **Aquascutum Coat** beyond comparison as a waterproof.

We have a large stock in different sizes and colourings, and will appreciate an inspection of the different models.

COSTUMES.

New and exclusive models, cut on practical lines, and made in the all-wool weatherproof **Aquascutum Cloth**, are now being displayed in the Ladies' Department of Aquascutum, Ltd.

Patterns of New Materials and Catalogues sent on request.



"Belmont"

Waterproof Coat Specialists for over 50 Years.
By Appointment to His Majesty The King.

100 REGENT STREET, LONDON, W.

THE DEVELOPMENT OF THE TRENCH COAT

- Aquascutum developed the iconic trench coat in 1914, for use by the British military during World Wars 1 and 2. These garments received much praise from soldiers on the front line, due to their waterproof properties and reliable durability. This dedication to practicality and impeccable style meant that the trench soon after became an integral part of British fashion.
- 1953 saw the development of Wyncol fabric for use by explorer Edmund Hilary and his team during their first ascent of Mount Everest. This high-tech cotton and nylon poplin mix was capable of resisting winds of up to 100 MPH. This fabric was then used to manufacture outerwear for sale in-store.



- Six years later, yet another breakthrough in garment technology came to light. Aqua Five was hailed as the “greatest technical advance in rainwear” . The process involved impregnating each fibre of the fabric, resulting in a water repellent and crease resistant garment. Receiving the Queen’ s award for export achievement in 1966, marked an increase in international attention and global success. Ten years later saw a feature in Vogue Magazine, to celebrate 125 years of the brand.
- During the 1980’ s, the brand dressed a number of political figures, including Prime Minister John Major and Baroness Thatcher. In 1996, Aquascutum was elected to supply the official uniforms for the Great British Olympic Team.

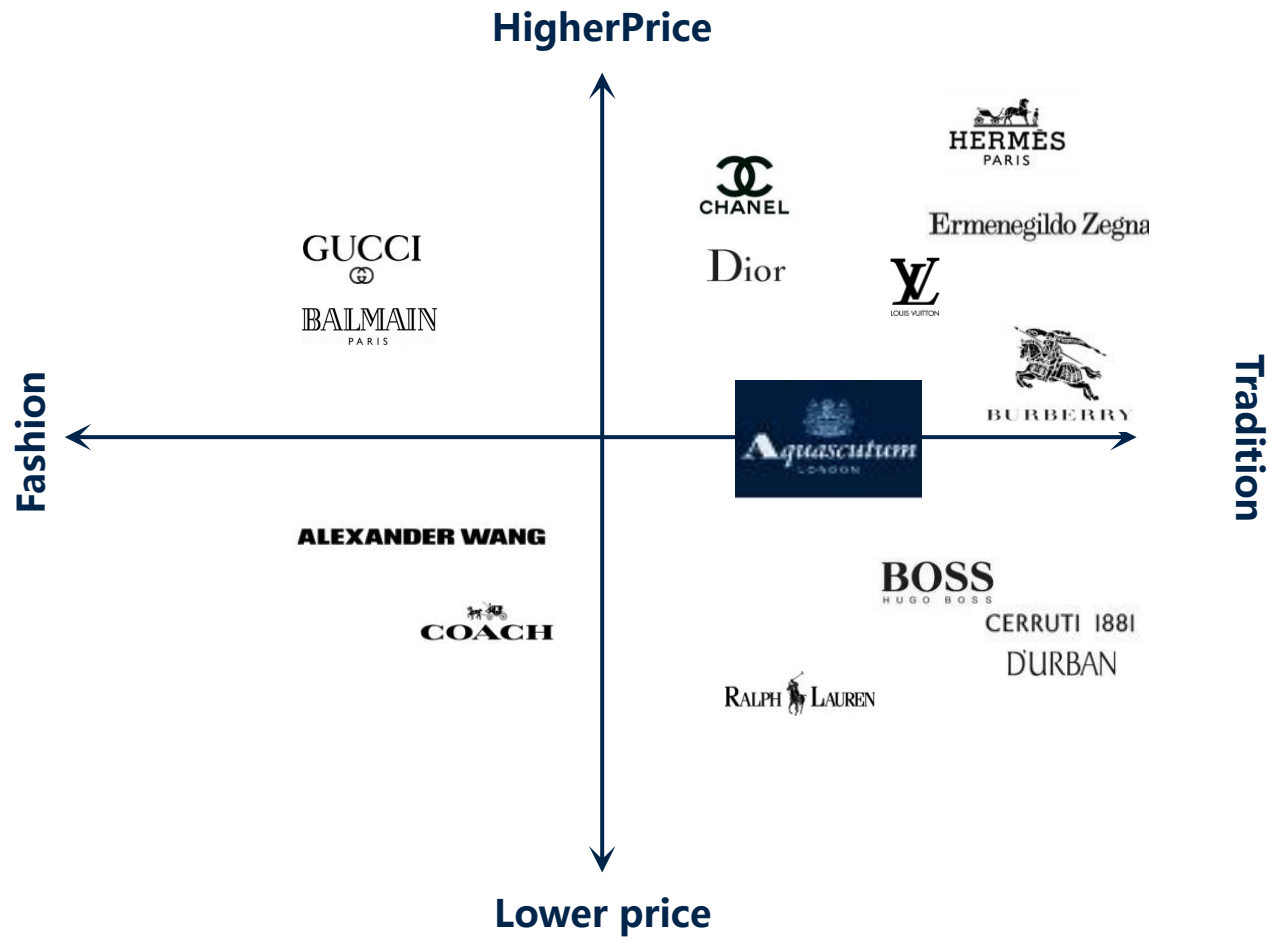


SIR EDMUND HILARY' S ASCENT OF MOUNT EVEREST IN 1953. HILARY BECAME THE FIRST TO REACH THE SUMMIT OF MOUNT EVEREST ON THE NEPAL BORDER, WEARING AQUASCUTUM' S, VIRTUALLY WIND-, TEAR- AND WATER-PROOF, WYNCOL D711 FABRIC ON THE CLIMB.



THE PRESENT

PRESENT-BRAND POSITIONING



BRAND DNA

TIMELESS INNOVATION QUALITY

- Timeless: Aquascutum heritage is Timeless Values
- Quality: Aquascutum made the difference
- Innovation: since its foundation

AQUASCUTUM GLOBAL

UK

Global

- Design
- Products Development
- Marketing

Local (EMEA)

- Retail
- Wholesale
- E-commerce (global)
- Merchandising
- Marketing
- Fin / HR / Log / IT

HONG KONG, CHINA

Global

- Design
- Production

Local (HK, Macau + TW)

- Retail
- Wholesale
- Merchandising
- Marketing
- Fin / HR / Log / IT

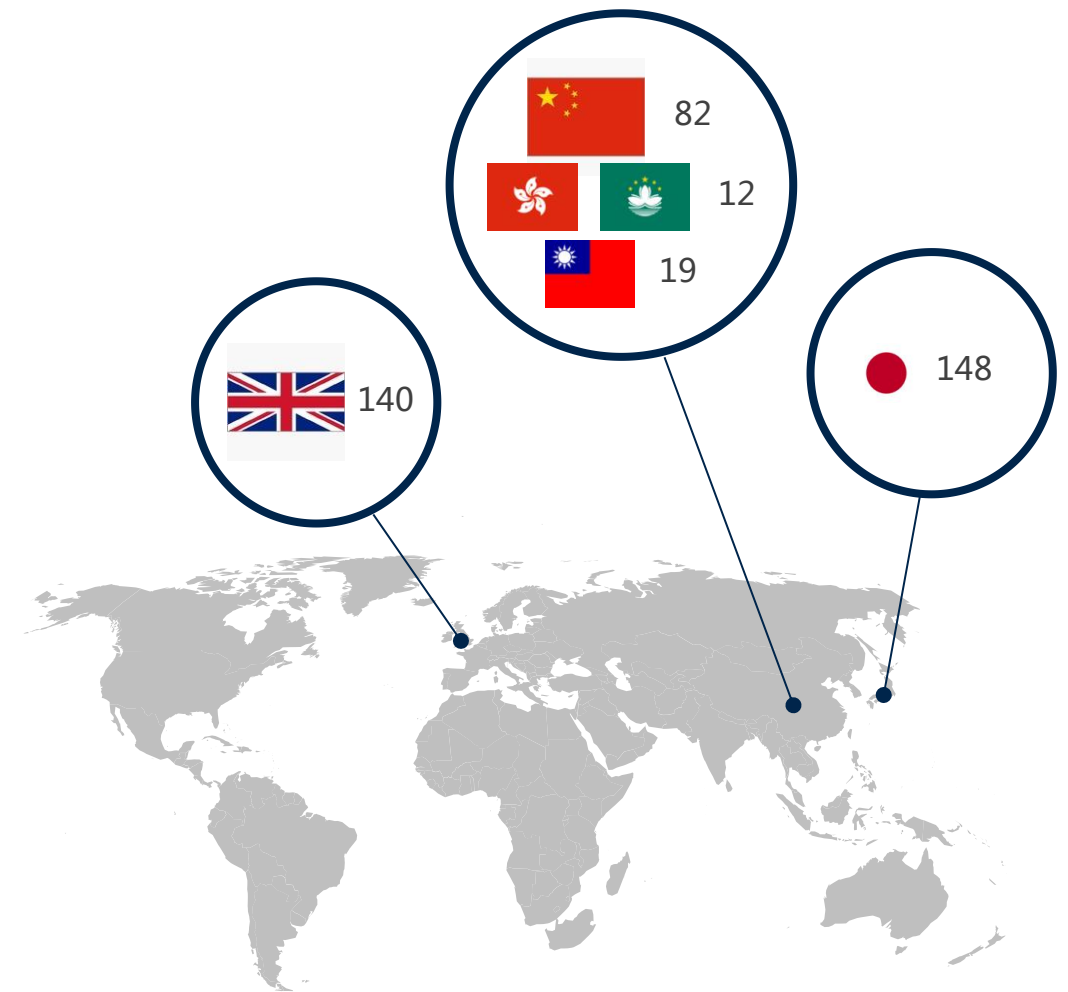
CHINA MAINLAND

Local (CHINA MAINLAND)

- Retail
- Wholesales
- E-commerce

SALES NETWORK

Country/Region	Sales Network		
	Chain Store	Outlets	Dealership
CHINA MAINLAND	19	6	57
HONGKONG/MACAU	11	1	
TAIWAN			19
JAPAN	148		
UK	3	2	135
ITALY			56
USA			14
CANADA			30
SWEDEN			14
DENMARK			2
RUSSIA			1
OTHER	3	2	
TOTAL ex-Japan	36	9	330



COLLECTION AND PRICE

men's and women's apparel/accessories	coat, jacket, suit, trousers, shirt (formal & casual), T-shirt, Polo, knitwear, underwear
	leather goods, scarves, ties, shoes, belts, gloves, hats, umbrellas, cufflinks

Customer Base	
Male: 60%	Female: 40%

coat	suit	skirt	shirt	polo
£250-850	£550-750	£125-450	£100-135	£65-75

Marketing

- **FASHION SHOWS / PRESENTATION**
 1. *London Fashion Week*
 2. *Present Men' s & Women' s Collection together*
- **PRODUCT PLACEMENT**
 1. *Celebrities / Influencers*
- **DIGITAL ADVERTISING**
- **OUTDOOR / BILLBOARD ADVERTISING**
- **EVENTS**
 1. *In-store events and launches*
- **SOCIAL MEDIA**

AW17 LOOKBOOK MENSWEAR



SS17 LOOKBOOK MENSWEAR



AW17 LOOKBOOK WOMENSWEAR



AW17 LOOKBOOK WOMENSWEAR



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SUPREME & AQUASCUTU



SUPREME HAS WORKED WITH AQUASCUTUM ON A NEW COLLECTION FOR FALL 2016. MADE EXCLUSIVELY FOR SUPREME, THE COLLECTION CONSISTS OF A CUSTOM FIT WATERPROOF FILEY RAINCOAT, WATERPROOF CLUB JACKET, WATERPROOF UTILITY VEST, FLANNEL SHIRT, LONG SLEEVE POLO AND A MERINO WOOL/CASHMERE SCARF. PRICED BETWEEN £98 AND £598.





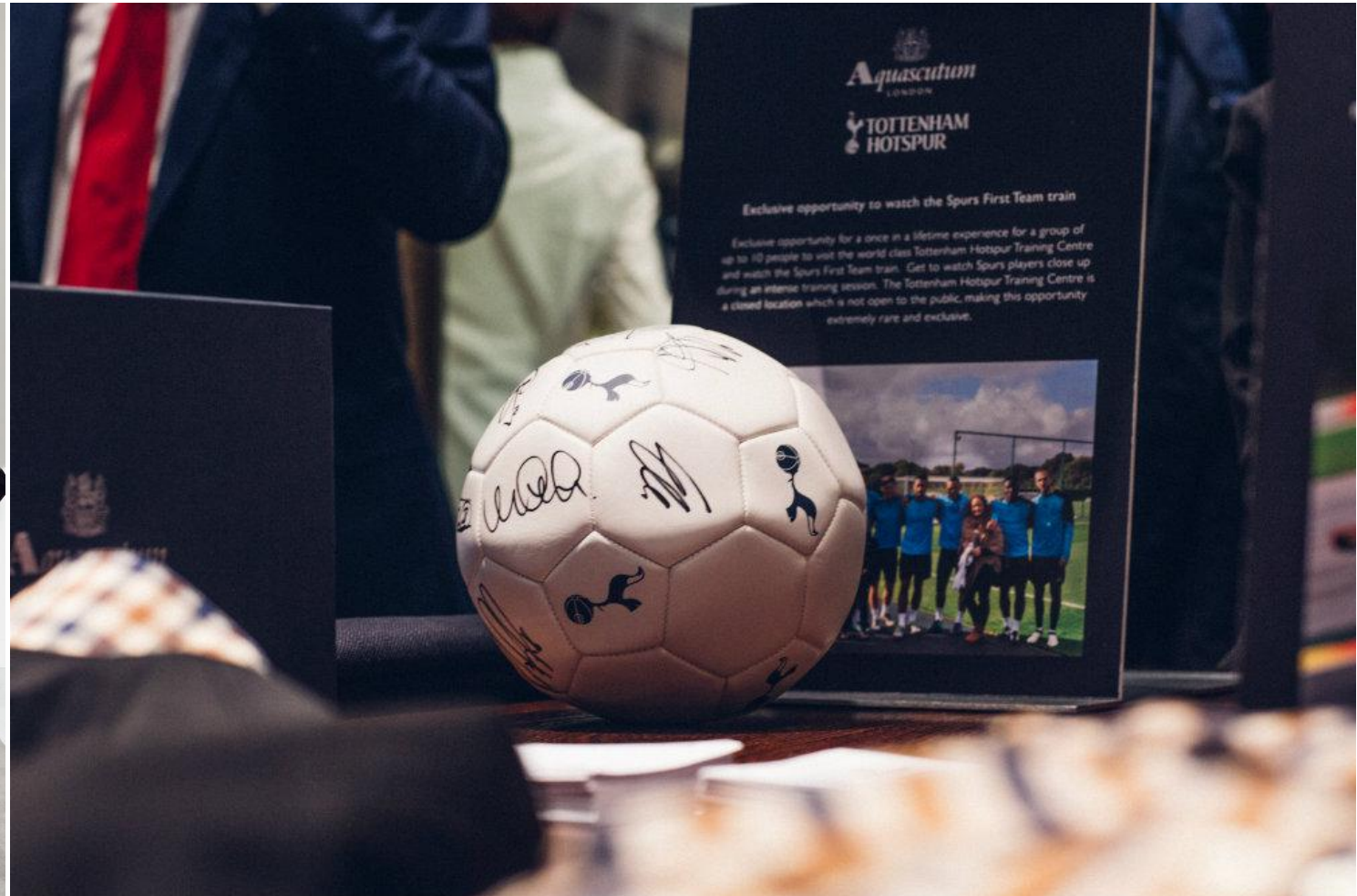
COLORFUL VOYAGER TRENCH COAT



THE VOYAGER PACKAWAY TRENCH COAT IS THE REVIVAL OF A CLASSIC AQUASCUTUM STYLE. THE COAT IS AVAILABLE IN AN ARRAY OF RAINBOW SHADES, THE TONES ARE INSPIRED BY TRADITIONAL COLOUR RUNS AT ENGLISH MILLS, AND PACKS NEATLY AWAY INTO A SMALL CLUB CHECK POUCH.



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SPONSORSHIP



Sponsorship of premier league teams - TOTTENHAM HOTSPUR. Invited star players to participate in the charity event, media meeting and fans day.



COOPERATION MODELS IN EUROPEAN/GLOBAL MARKET

