

What can we learn from comparison of two brands: Bogner & Bosideng?

Editor's note:

According to Lan XIAO, Teacher of Textile College & Textile Economy Institute, Donghua University, She taught the lesson of "Case Studies on Chinese Native T & C Enterprise's Innovative Growth" which is also listed as the Shanghai Municipal Education Commission's "The Exemplary Course In English for 2014 Overseas Students of the Universities in Shanghai". The German student Amelle Schugt, guided by Ms. XIAO, wrote a report focusing on Germany Bogner's growth and development as well as the comparison between Bogner and China's Bosideng, putting forward personal views and suggestions on the brand development of Bosideng.

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Introduction

Today, Bogner is one of the world's most successful sports fashion companies. Almost 80 years bear witness to Bogner's irrepressible, uncompromising passion for sports and fashion, and the company is the world's leading manufacturer of high-quality and luxurious ski fashion. The brand, whose first products were manufactured in a small courtyard in Munich's inner city, has long been a leader when it comes to creating superior sportswear inspired by the latest trends in fashion. Worldwide there are 84 Bogner-Stores, therefrom 17 own stores, 58 Franchising-Stores and 9 Outlets. Additionally 173 Shops-in-Shop.

History and marketing

1932: Willy Bogner senior established the company in Munich, Germany. He founded an import business for Ski equipment and knit materials and is able to combine his passion for sports and business.

1936: Willy Bogner senior took the Olympic Winter Games in Garmisch-Partenkirchen to advertise his own label. The games in 1936 mark the start of Bogner's apparel being worn by the competing German Olympic team. This tradition has continued for the last 17 winter games.

1937: Willy Bogner married Maria Lux and since this time she was responsible for all designs and models. The Revenue was around 2.31 mio USD.

1944: The company was bombed out because of the second world war. Most of his factories and fabrics were destroyed.

1948: Bogner's first postwar fashion show took place in Munich's Hofbräuhaus. Bogner's models including Maria Bogner herself celebrated the birth of sporting apparel on a poorly timbered runway, only four months after the monetary reform in Germany.

1950: A former sauerkraut factory in Berg am Laim, Munich was re-modeled into the new Bogner headquarters.

1951: Maria Bogner and her favourite model Elfie Wildfeuer presented the Bogner style of the 50's.

1952: The revenue was around 2.2 mio USD.



1955: Following her revolutionary ideas on the windbreaker and the stretch trousers, Maria Bogner introduced the “B-accessory”: This Zipper accessory is still brand name of the company. Products of the company were sold through wholesaler or branches. Today Bogner also has his own shops.

1962: The son of Willy and Maria Bogner established a company named “Bogner Film”. He collaborated with some film productions like James Bond.

1964: Willy Bogner jr. introduced the film “Skifaszination” (“fascination skiing”) to German cinemas. The movie emphasized the beauty of alpine skiing supported by specifically composed music. Bogner became the world’s first skiing choreographer.

1970: With his participation in two Olympic winter games and having won more than 70 trophies in 300 races, Willy Bogner jr. successfully followed the footsteps of his father. In this year Maria Bogner won the Munich Design- Prize.

1972: Ski pants developed into second skins and modern synthetic skis replace old-fashioned wooden ones.

1973: The company entered the US- Market.

1975: Now Bogner is also located in Switzerland. In this year the revenue of Bogner was around 56.1 mio. USD. It was the first time with such a high revenue.

1977: After the death of Willy Bogner senior, his son Willy Bogner junior assumed the management of the firm.

1980: His wife was the new model of the Bogner campaign. At the beginning of the 80s Bogner sold licenses to other manufacturer.

1986: The ski movie “Fire&Ice” wins the “Bambi” and the German Film Award.

1989: The first Fire + Ice campaign was launched. The film also served for product-placement for Bogner Skisportswear. There was a own shop for the Fire & Ice collection.

1990: Film Fire, Ice & Dynamite was in the cinemas and Bogner cooperated with Volkswagen. Logo on the cars.

1992: Sônia Bogner introduced her first independent collection and opens an own store in Munich. High-class designs and prices.

1994: Handbags and leather- accessories were introduced.

1995: Man-collection was called Michael Bogner. The name of Willy Bogner junior’s brother. He managed the campaign but later he left the company and the collection was renamed in Bogner Man.

2000: All of Bogner manufacturing plants in Eging and Garching were closed. Now the production is in foreign countries. In the beginning there were own manufacturing plants, but in favor of manufacturers from Turkey, Asia and Portugal they also were closed. Since now a new collection, Bogner Jeans was designed. It is produced by Mustang and is not as expensive as the other collections of Bogner.

2004: At the trade fair ISPO in Munich Bogner presented their new and innovative bamboo ski, which is made of the light and flexible timber of bamboo. Followed of licenses for Bogner Shoes and Bogner Man Shirts.

2005: Since this year Bogner also had a mail order business and also brought a Homeshopping magazine to the market.

2007: In the course of Munich’s application for the Olympic Winter games in 2018, Bogner hosted “Willy Bogner’s Winter Olympics” in front of the opera house in Munich.

2008: Bogner opened shops in New York City, also had some in San Francisco and Chicago.

2009: The brand collection “Fire & Ice” celebrated its 20th birthday. New stores in Salzburg, Kitzbühel and St. Moritz.

2010: Franchise - Stores in Istanbul, Kiev and Jekaterinburg. In this year Bogner Asia was established.

2012: The company Willy Bogner celebrated its 80th birthday. A development from a young local ski import business to an internationally successful fashion corporation. Germany wore Bogner at the Olympic Games in London. Premiere at the summer games. In this year the Revenue was around 256.08 mio. USD.



BOGNER

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Brands

Woman

The spirit of fashion meets feminine sportiness. Bogner Woman stands for trendy, easy-chic, which is suitable for any situation and adapts perfectly to the adventures of everyday life. The collection has a dynamic appearance with a perfect fit and clear design. Ideal choice for active women who want to combine the highest quality with fashionable charm. Bogner Woman offers luxury, ready-to-wear sportswear.

Man

Gentlemen can enjoy the luxurious richness of detail, the cool sporting elements and the classic elegance of the Bogner Man collection. Bogner Man stands for fine materials, perfect workmanship, and rich, innovative details.

The style is characterized by high-class sportswear elements with subtle implementation.

Outdoor jackets have been some of the most important parts of this collection for some considerable time and the well-fitting indoor jackets are now gaining the same importance.

Sport

Bogner Sport provides the sporting complement to the Bogner Man and Woman looks – ideal for challenges on the green, on snowy mountains or at the gym. Clean, active, versatile. With their sporting class they add a contemporary component to the business look.

Collections

Fire & Ice

Inspired by the success of the “Fire and Ice” ski movie, Bogner launched the Fire & Ice range in 1989. This young collection provides fun and performance in typical Bogner style.

The mix of bright colors, innovative functionality, young cuts and exceptional quality ensure cool active and sportswear looks right from the highest mountain peaks to the busiest fashion metropolises. Sporting, dynamic, young!

Bogner Jeans

Combined with a classic blazer for the office or worn with trendy sneakers on the weekend, jeans are favourite basics for modern everyday looks.

Thanks to perfect fits, elaborate and authentic workmanship, as well as the very best materials, Bogner Jeans provides unique and exciting denim looks which range from luxuriously glamorous to sportingly trendy. Cool, casual, authentic!

Comparison

Bosideng vs. Bogner

Bosideng	Bogner
Founded in 1975, China 7,579 retail outlets selling down clothing Three main-brands (down apparel, menswear, ladieswear) Typical down apparel enterprise Largest producer of winter coats in China = 40% of the market Specialized in one main product (down) Not that expensive Cooperations with many other brands Hard to enter a foreign market, but with the strategy of only down-clothes it is possible to be successful all over the world Location and production in China is more cheap	Founded in 1932, Germany 84 Bogner- Stores and 173 Shops-InShop Three main-brands (sport, woman, man) Typical wintersportswear company Specialized in winter sports wear, but also produces other products Very expensive, high-class Location in Germany, but production in foreign countries never will be as cheap as the production of Bosideng

Conclusion

The Chinese textile & clothing industry has grown rapidly to become one of the leading suppliers of textile and clothing imports and there is still huge potential for further growth. China is involved with almost all activities in the textile and clothing industry baggaging. It exports textile products ranging from raw materials fiber (natural and manmade) and fabric to ready to wear. As well as purchasing cotton, wool, yarn, fabrics and textile machinery from others.

With the world largest population and rapid economic growth, China offers the world the largest consumer market for clothing and home textile.

The concept of Bosideng and Bogner is nearly the same, but there is still one problem. Chinese people often buy western brands like Bogner. So it is hard for domestic brands like Bosideng to establish and growing. But with entering the western market, Bosideng could be as successful as Bogner or maybe someday Bosideng will be more successful than Bogner. Bosideng has a lot of advantages like the location China, where they can design, produce and sell at the same time. They also can start a mass-production, which you could never realise in Germany or generally in Europe. China also has the ability to use new and different techniques for producing quickly.

Today Bosideng is 40 years old and successful. Bogner is 83 years old and also still successful, grown from a small company to a very famous enterprise. Both will have a great future.

The best way to become successful in textile industry is to specialize in one main product like Bosideng do with its specialization in down-clothes.☞