



## **BRAUN HAMBURG CELEBRATES 85TH ANNIVERSARY**

For 85 years, luxury menswear retailer BRAUN Hamburg has managed to reinvent and develop itself continuously. As a family-owned company, BRAUN Hamburg is deeply rooted in Hamburg, which makes the retailer one of a kind. Jean and Lars Braun give an insight into the company's history and their personal experiences.



BRAUN Hamburg looks back on 85 eventful years of constant reinvention and development. Over time, the company has acquired an excellent reputation reaching far beyond the city limits of Hamburg. Jean and Lars Braun live a passion for exclusive menswear, bringing true luxury to their customers. On the occasion of the company anniversary, father and son look back on the highlights of the past years, pointing out that we will be able to continue to rely on the company's innovative spirit in the future.

*Mr. Lars Braun, what are your 3 personal highlights of the last 85 years?*

1. My family
2. The opening of the Kaisergalerie store
3. The launch of the online shop

*Is there something we don't know about BRAUN Hamburg?*

This is really difficult, because we are always very transparent about our history. I could mention that the fluctuation of employees is considerably lower than at other companies. In other words: the concept of a family business is always at the core of our company values.

*What can we look forward to in the coming years?*

We can all be excited about lots of creativity, high standards of luxury, striving for the new and the better, and about the goal to be hunted, rather than being the hunter.



*Mr. Jean Braun, what are your 3 personal highlights of the last 85 years?*

My personal highlight is the fact that we managed to hand over the company to our son Lars Braun, who now manages it in its third generation. For us, this is evidence of a great deal of mutual respect! The continuous positive development of the company proves that this shift was very successful.

*Is there something we don't know about BRAUN Hamburg?*

I hope you this is something you do already know: As a member of a family-owned company, you realise just how big a commitment it is to run a business like this. But it's a lot of fun as well!

*What can we look forward to in the coming years?*

I hope it will be global peace, and continued positive developments in Europe, so everyone has a chance to enjoy health and happiness.

### **About BRAUN Hamburg**

BRAUN Hamburg offers a highly exclusive selection of international luxury brands, such as Bottega Veneta, Brioni, Brunello Cucinelli, Caruso and Dries van Noten as well as Ermenegildo Zegna, Etro, Moncler, Santoni, Valentino, Tom Ford and many more.

Our heritage fashion house with two shops in Hamburg has always stayed true to our belief that comprehensive service lies at the core of our business. To achieve this, our trained staff's professional and people skills are crucial.

Not only do we offer individual and personal advice, we also provide our own alterations

studio as well as laundry and shoe repair services, all of which provide an associated delivery service, and thus take great care of our discerning customers.

Germany. The store at [www.braun-hamburg.com](http://www.braun-hamburg.com) provides customers with an individual and exceptional online shopping experience.

***For more information, printable images and product cut-outs, please get in touch with us:***

## **PRESS CONTACT**

### **Stiljäger PR**

Baader Str. 15, 2. Rgb  
80469 München

**t.** +49 / (0)89 / 550 60 400

**e.** [sj@stiljaeger-pr.com](mailto:sj@stiljaeger-pr.com)

Lindita Hoti  
PR & Brand  
BRAUN Hamburg

**t.** +49 40.33447.0

**e.** [l.hoti@braun-hamburg.com](mailto:l.hoti@braun-hamburg.com)

## **IMPRINT**

BRAUN Hamburg GmbH & Co. KG  
CEO: Jean Braun, Lars Braun  
Mönckebergstraße 17, 20095 Hamburg

**t.** +49 (0)40 – 33 44 70

**e.** [info@braun-hamburg.com](mailto:info@braun-hamburg.com)