

Joint press release – Hamburg and Copenhagen, June 2021

**The luxury menswear retailer BRAUN Hamburg chooses PR agency Polhem as collaborative partner to excel the business further in the Danish market.**



Lars Braun, CEO of BRAUN Hamburg

**The international strategy aims to strengthen the luxury retailers' position in the Danish market and place BRAUN Hamburg in the top segment amongst Danish consumers.**

BRAUN Hamburg's way into luxury retail: BRAUN Hamburg offers a first-class selection of international designer and luxury labels, such as Brunello Cucinelli, Brioni, Bottega Veneta as well as Ermenegildo Zegna, Etro, Santoni, Tom Ford and many more. The luxury menswear retailer stands for a very diverse range of offerings that is almost unrivalled in Germany and even Europe.

With two main stores in the middle of Hamburg, BRAUN Hamburg is among the few established, long-standing companies in the city that are still family-owned. Every season, the buying team around CEO Lars Braun finds the highlights of the designer collections and rounding it off by up-and-coming new talents. The exclusive range and the uncompromising approach to service have made BRAUN Hamburg truly unique and successful.

Today, BRAUN Hamburg delivers to more than 30 countries, including large parts of Europe, but also Australia, Japan, Canada or Singapore. In addition to the core sales market of Germany, Austria and Switzerland are the largest markets for BRAUN Hamburg, followed by continuously

growing demand in Great Britain, the Netherlands, Spain, Eastern Europe - and especially in Denmark.

*"Denmark has become an important market for us, as we have registered a continuous increase in new customers from our neighboring country. I am pleased to reinforce our international presence in the Scandinavian area further in leaps and bounds," comments Lars Braun, CEO of BRAUN Hamburg.*

About the collaboration Polhem Denmark's Country Manager, Rikke Dyrholm, expresses: "We see great potential for BRAUN Hamburg in the Danish market. We are pleased to be chosen as BRAUN Hamburg's partner to reinforce their presence in the Danish Market. Here we see a strong potential for growth in the menswear retailer and we look forward to position the company in strategically chosen channels to meet their audience."

Polhem – a marketing and communications agency – working in several countries in Northern Europe, has a strong focus on merging digital appearances with direct sales using a strategic data-driven approach. Polhem's background for developing and executing their customers' strategies will help strengthen the exclusive fashion company's marketing and communication in Denmark – online as well as offline.

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

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**About BRAUN Hamburg:**

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

BRAUN Hamburg stands for a very diverse range of offerings that is almost unrivalled in Germany. The online shop at [www.braun-hamburg.com](http://www.braun-hamburg.com) provides customers with an individual and exceptional online shopping experience.