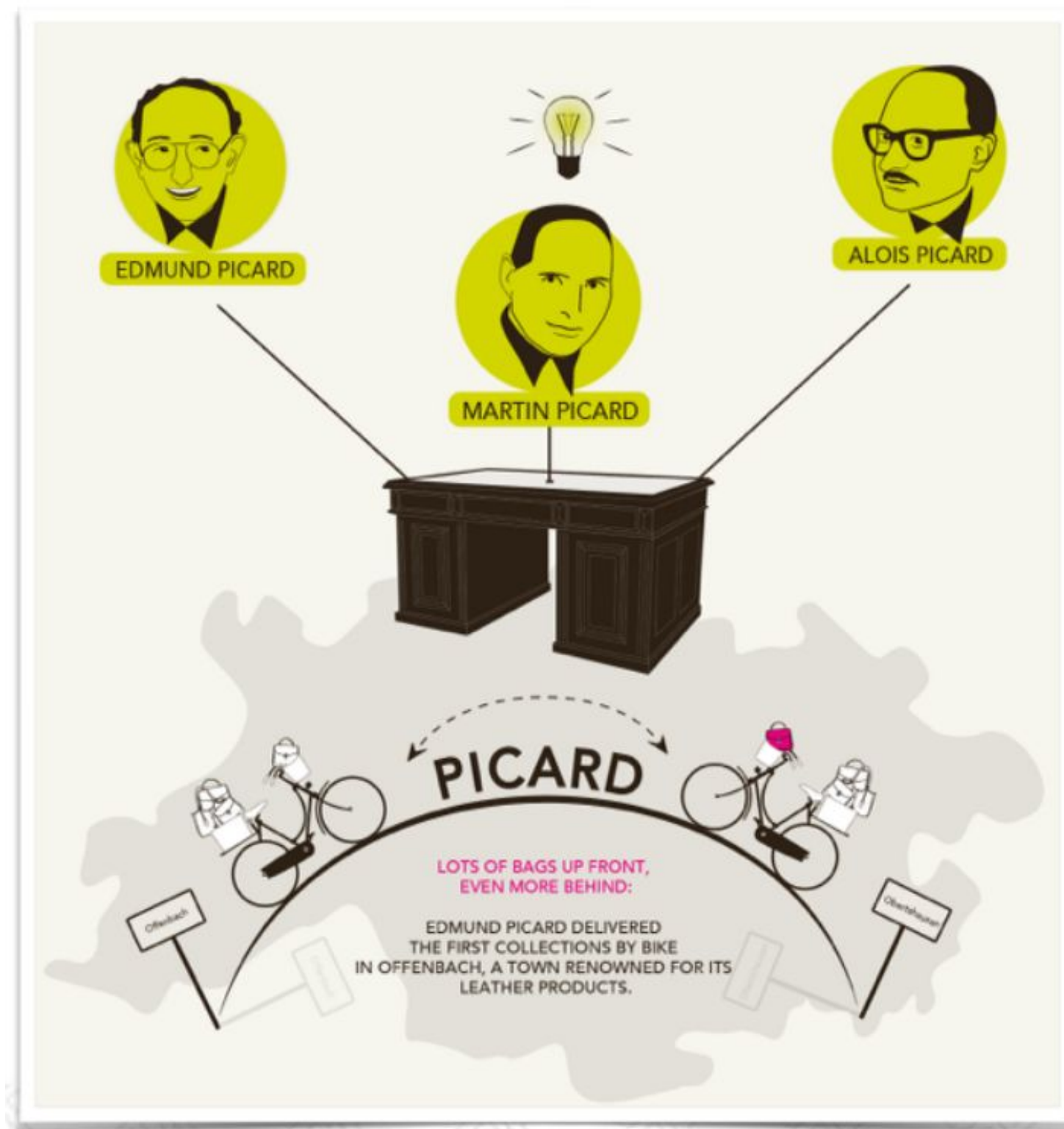




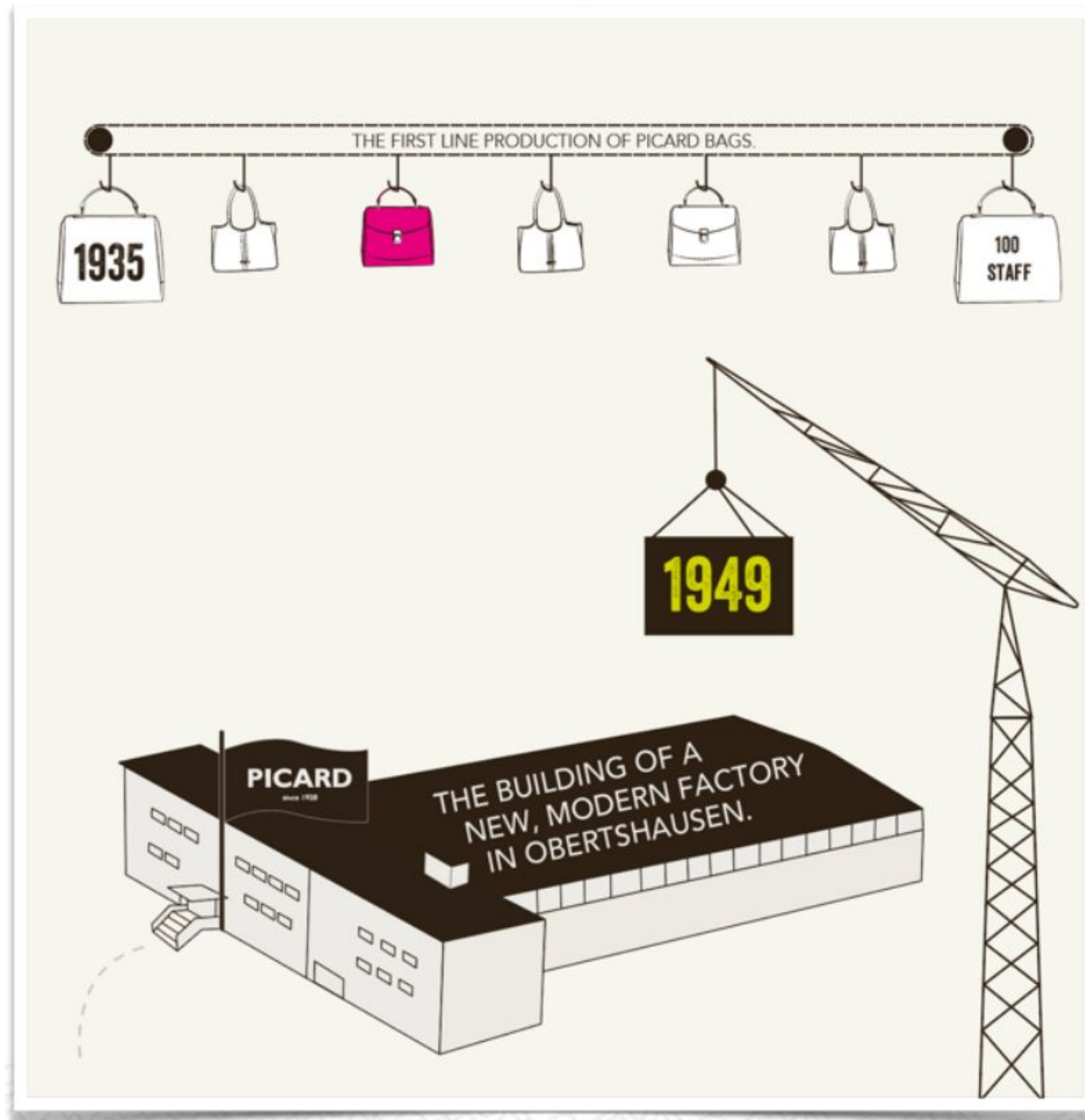
# PICARD – History



**1928**



## PICARD – History

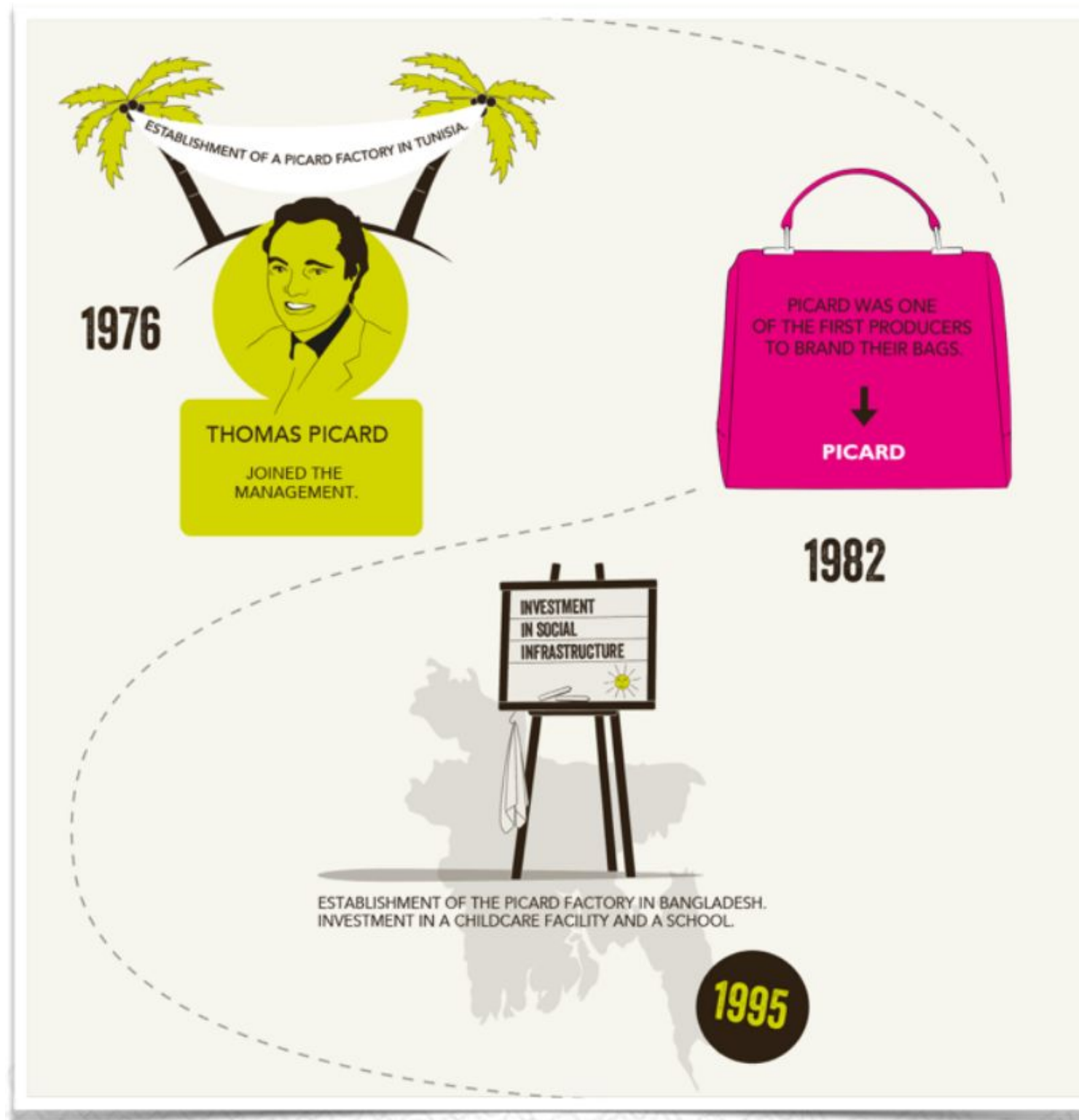


**1935**



**1949**

# PICARD – History



**1976**



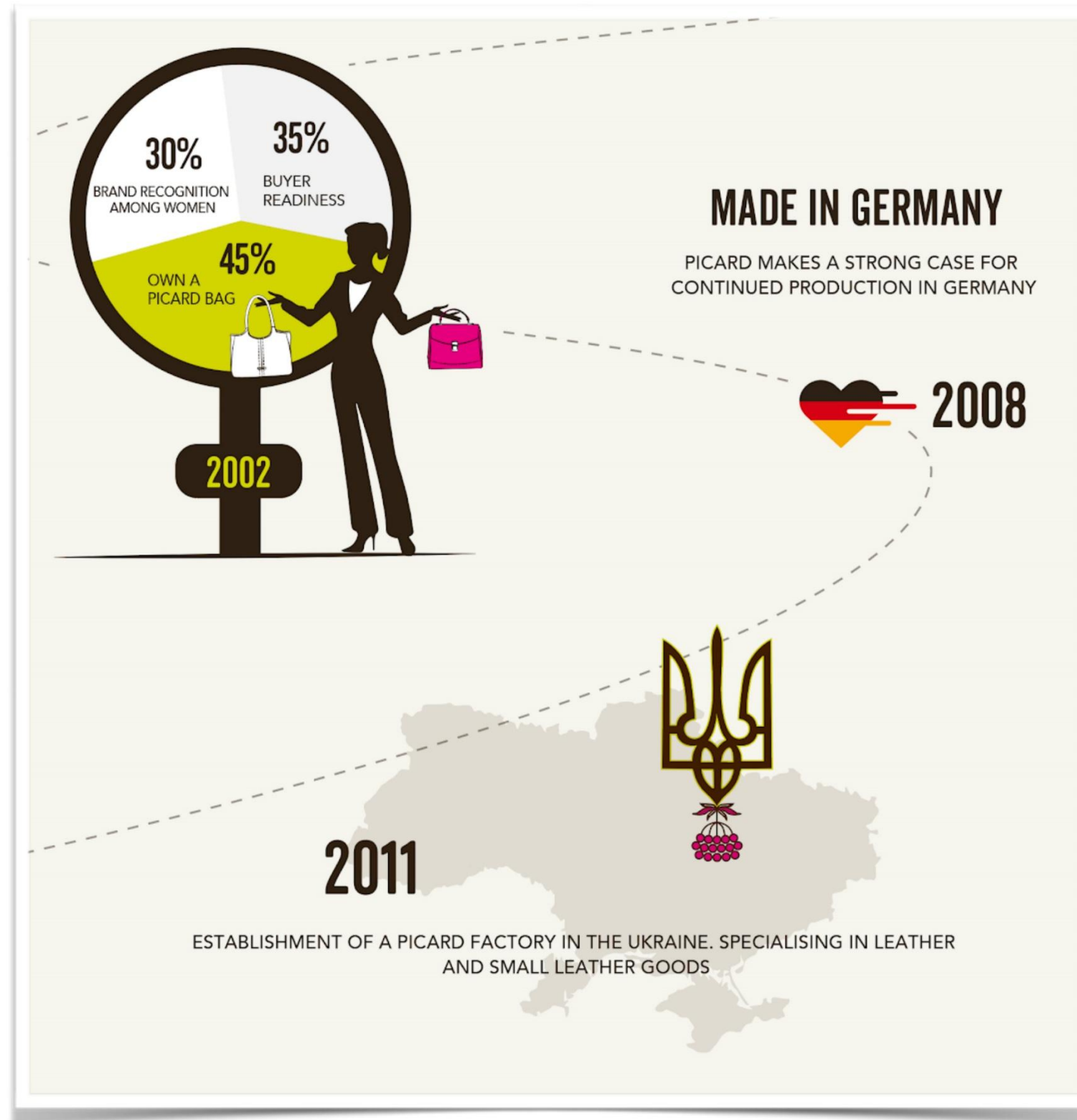
**1982**



**1995**



# PICARD – History



2002

2008

2011

## PICARD – History



**2015**





## PICARD – in short

- PICARD is a leading German leather bag manufacturer
- It was founded in 1928
- It is still a family business, run by the 4th generation, Mr. Georg Picard
- Company owned production sites in Germany, Ukraine, Tunisia and Bangladesh
- Retail partners worldwide
- A wide range of products
- Stands for quality, design and craftsmanship

A PICARD bag supports its owner's individuality, style and lust for life.

*90 years*  
**PICARD**  
since 1928





# PICARD – Collection



## Fashion Collections

- Spring/ Summer and Autumn/ Winter
- Pick up international colour, material and design trends
- Pre order takes place at fairs and in the company's showroom
- Regular seasonal deliveries
- Attractive image campaign

## Standard Collection for ladies and men

- Business styles in basic colours
- Ladies' standard styles in classic and trend colours
- Small leather goods
- Available from stock throughout the year





# PICARD – Product Overview

## Women's bags

- Business, shoulder und frame-closing bags, shoppers, backpacks, evening bags, messenger bags, etc.

## Women's small leather goods

- Purses, card holders, clutches

## Men's bags

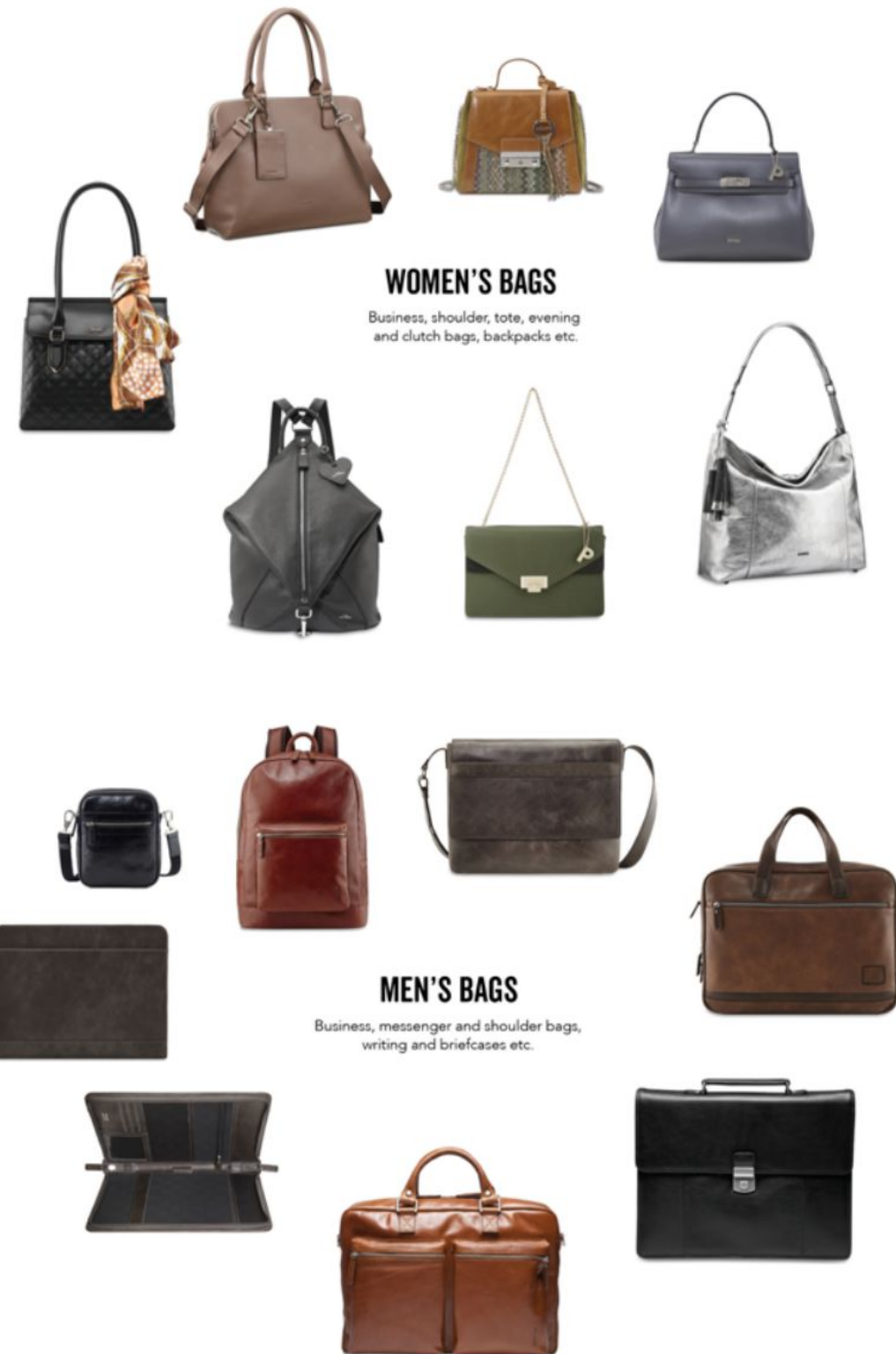
- Business and shoulder bags, messenger bags, conference maps, business cases, etc.

## Men's small leather goods

- Purses, money pinches, key rings, belts

## Unisex

- Travelling bags, hold-alls, key rings



# PICARD – Materials and Craftsmanship

## Leathers

- Basic and fashion leathers from tanneries that adhere to the highest quality standards
- PICARD follows strict quality standards, e. g. REACH and CADS



## Synthetic

- From our own production in Bangladesh and a couple of trusted suppliers
- Craftsmanship and functionality is the same as that of the leather range



## Quality

- Professional workers in all our production sites
- Training of young people in all countries
- Outstanding functionality (inside compartments, zip pockets, additional shoulder straps, padded inside bags, etc.)
- Warranty & service is an important topic for PICARD





# PICARD – Production Sites

## Germany

- The head office, showrooms and the production of the „Made in Germany“ range are in Obertshausen, near Frankfurt
- PICARD regularly trains young people in the art of bagmaking
- Development of new ideas



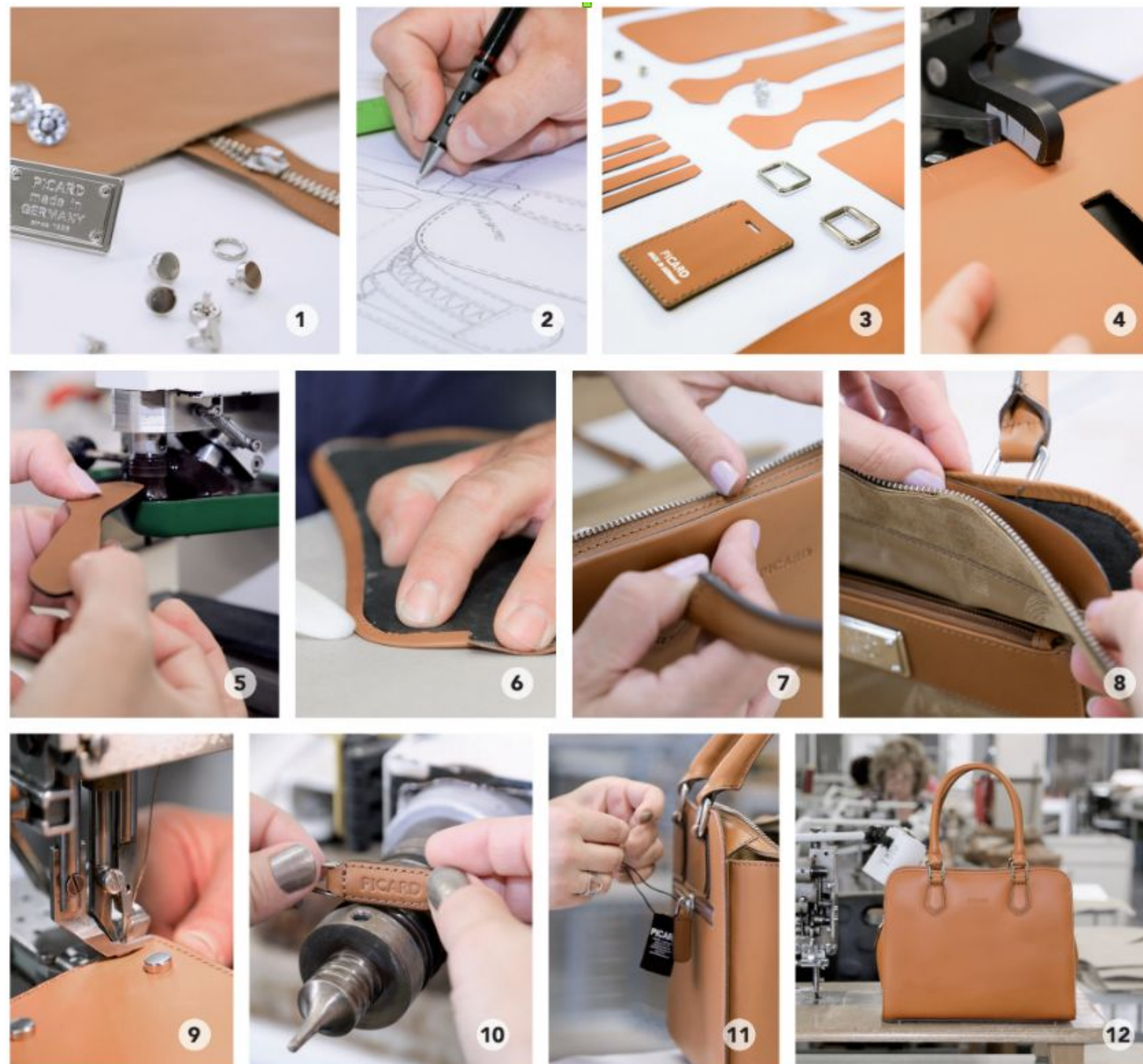
## Tunisia, Ukraine and Bangladesh

- All bags are manufactured according to German standards
- Training as in Germany
- Payment and working conditions above the local average





# PICARD – Production of a Handbag



1. Choosing the leather
2. Designing the bag and selection of component parts
3. Cutting the individual parts (with a die or a digital cutter)
4. Honing leather edges
5. Colouring exposed leather edges
6. Sealing edges
7. Piecing the separate parts together
8. Bringing the bag and its lining together
9. Final sewing
10. Burnishing the coloured edges
11. Cleaning, finishing and labelling the bag
12. PICARD's Heidelberg - 5557





## PICARD – City Shop Frankfurt, Steinweg

**PICARD**  
since 1928





## PICARD – City Shop Frankfurt, Steinweg (2017)





## PICARD – Corner at Galeries Lafayette, Paris (2017)





## PICARD – Shop Kaunas, Lithuania (2016)





## PICARD – Shop Kaunas, Lithuania

**PICARD**  
since 1928





## PICARD – Shop Riga, Latvia (2019)





## PICARD – Shop Riga, Latvia

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since 1928

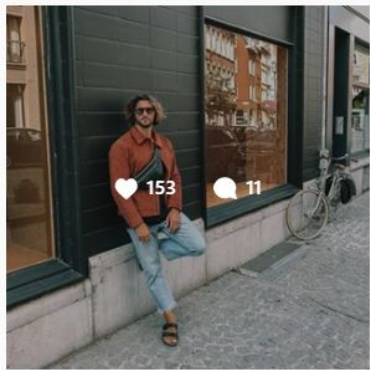
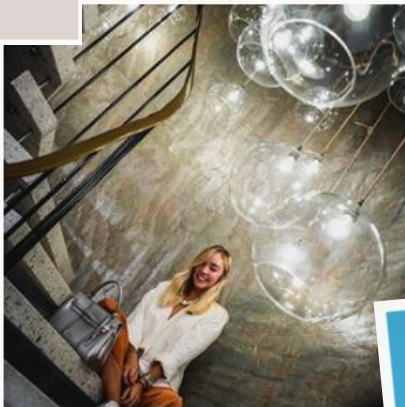




# PICARD – Social Media



Instagram



facebook



## PICARD – „My favourite brand with a fine tradition!“

### The world loves us, because...

- we love what we do,
- we offer stylish and beautifully handcrafted bags,
- we have 90 years of experience in working with fine leathers,
- we offer an extensive product range,
- we have the perfect bag for every opportunity,
- we determine the quality and craftsmanship and
- our aim is to pass on our „joie de vivre“ to our customers!





# PICARD

**PICARD**  
since 1928

**Thank you for your attention!**

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 [www.picard-lederwaren.de](http://www.picard-lederwaren.de)