





Brief history of Company

Minerva a 100% Greek company producing underwear was established in 1942 in Thessaloniki Greece. Initially a producer of men's and children's underwear today they supply the market with underwear, homewear, loungewear, pyjamas, lingerie, beachwear for men women and children.

Ever since its foundation Minerva has stood for understated luxury, elegance, and high-end garments which are comfortable to wear. Decades of tradition combined with technical innovations and contemporary design are what make Minerva such a distinctive brand. For 70 years now Minerva has been the leader in its field thanks to the high quality of its products.

The next daring step in the Company's thrust forward came in 1995 when it was listed in the Athens Stock market.

At the same time the company invested in human resources computer systems and technology while extending its activities to the international market place.



Today Minerva is

A company with 70 years experience launching underwear and pyjamas collection under the brand name Minerva, whose creative vision has driven the label to become an international recognized brand.

As a leader of the Greek market today they control the biggest part of the men's and woman's underwear market. This fact together with a firm position of the babies and children market under the brand name Minervakia is one of the factor that pushed the brand to see towards foreign markets.



Network

A wide distribution network with in excess of 1.000 sales points throughout Greece and abroad, having an especially dynamic presence in shopping malls as well as in the large department stores and shop in shops. Recently Minerva has begun to develop a network of company stores having already opened 20 Minerva brand stores in Greece and 2 in Cyprus all of them self owned.

After gaining a good reputation in the national market today the company exports to several countries selling in exclusive boutiques worldwide. Minerva has a strong trading presence in Cyprus the Balkans (Serbia, Bosnia, Fyrom), Russia, Europe (Belgium, The Netherlands, Switzerland, Spain, Iceland) and Canada and aims to establish the Minerva Brand in the rest of the European and International market as a leader in the domestic underwear market.

Their plan is to expand abroad with exclusive distributors and agents in order to better serve our clients and requests.

Exhibitions

In parallel with the Greek market Minerva also set its sights on developing its export activity by participating in international exhibitions in Europe. Some of the exhibitions they participate in are:

-Antwerp Fair in Belgium.



-Munich fair in Germany

-Oldenburg fair in Germany.

-CIFF in Copenhagen, Denmark.



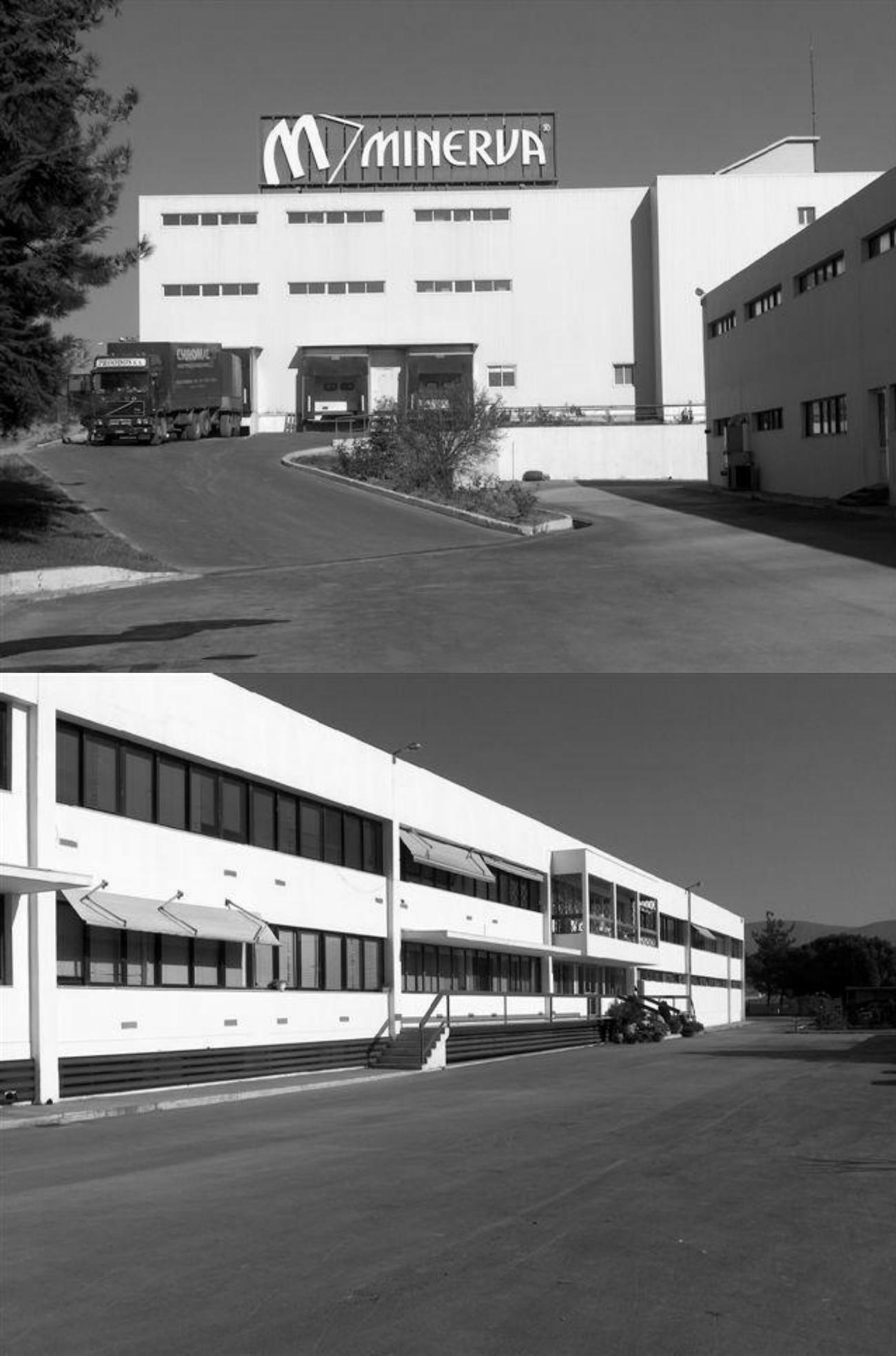
-Riviera fair at Cannes.

-Mode City fair in Paris, France.

-Wäsche und mehr fair in Dortmund, Germany.

-CPM in Moscow, Russia.





Infrastructure

1974 Minerva moved to its privately owned and fully equipped premises in Oreokastro, around 25 km from Greece second largest airport. Here its production activities warehouse and administrative services are concentrated in an area of 17.500 sqm.

In 2001 Minerva established a 100% subsidiary in Romania under the name of Minco Romania Srl aiming to make some of its products there and targeting the market in Romania and its neighboring countries. Operations began there in 2002 in the factory at Rosiori de Verde around 135 km from Bucharest with cutting room, tailor and packaging section.

In 2004 the company bought Eletem S.A. which produced babies and children's underwear-outwear, nursery products and socks under the well known trade name of Pretty Baby & Pretties.

Through this investment Minerva aimed to strengthen its profile via the group mainly in the market of children's underwear, outwear, nursery products and related products.

Every step of the production process, from style design to manufacturing is done inhouse so Minerva can guarantee its customers products of highest quality standards.



Design

Minerva products are marked by excellence of quality, skilled craftsmanship and an eye to detail. Their designs stand for elegance in every aspect but never loosing the importance of perfect pattern. Using the very latest technology (such as seamless and hem-less knitting or soft mercerization), top quality fabrics from carefully selected premium natural fibers are combined with exclusive French lace or embroidery to create unique garments of highest quality.

Due to many categories in production each of them is designed and controlled by an individual designer that is assisted by experienced pattern designer in order to have best result in each collection. In 2010 Minerva began to collaborate with a well known French designer, Pierre Martinez, in order to launch a new line in women's lingerie as well as men's line. From that moment the company's next goal was achieved; presenting strong collections also in lingerie and swimwear.



Production

Production is made in Greece and Romania where Minerva has its two production units employing 350 persons and working with most advanced mechanical equipment.

Apart from the two privately owned factories, collaborating production units in Bulgaria are also available with specialized personnel in the production of lingerie and swimwear.

Having knitting machines Minerva produce most of its own fabric and yarns are supplied from European suppliers. The factories include the below machines for production.

In the knitting mill

100 circular knitting machines for RIB 18 and 22 gauges. Single jersey 28-gauge transfer & double knit 28 gauges.

Rib machines have a diameter of between 9 and 26 inches while for Single Jersey there are machines of 14, 15.16.17,19, 21 and 26 inches, having the capacity to produce body sized cloth.

In the cutting room

4 automatic Bieriebi cutting machines for tubular fabrics, 5 spreading benches & 1 FK automatic cutting machine.

In the tailoring section

Approximately 500 sewing machines, overlock automatic lockstitch, flat-lock, double seam, linking, interlock with metering device, three stitching machines from European and Japanese brand names.

In the packaging section

3 automatic Marco Antonio presses.



Quality Control

The products we make, from fabrics to final products, are submitted in quality controls in every stage of the production process.

The Quality control department applies all procedures according to the requirements of ISO 9001:2000 which has been certified to our company since 2003.



All our collaborators, manufacturers of yarn-fabrics (spinning mills, dyeing houses), are certified with various international models, as ISO 9001:2000, ISO 9002, Oeko-Tex Standard 100, Eco Textile label.

In this way, we are able to ensure the best possible result, always with respect to the consumer and the environment.

Philosophy

MINERVA's strategy, as determined and agreed by the management of the company, is as follows: "MINERVA is a dynamic company that through its products and services, aims to meet its customers' needs, while ensuring the best return of capital".

MINERVA has been committed in implementing a growth strategy. This strategy has two aspects: the first refers to the Greek market, to the development of which the company has committed the majority of its resources, while the second refers to the development and expansion of its international activity.

Vision

Our philosophy is to create high design and quality products at affordable prices. The main company belief is that client should feel comfortable yet beautiful in their underwear; thus big emphasis is placed on the selection of materials and pattern design.





The Collection

Their products employ premium natural fabrics, advanced knitting technologies, and detail-loving design. The end result is intimate apparel that is incredibly comfortable, and amazingly long-lasting, serving sophisticated women and men all over the world.

Each collection features unique designs and best quality materials in all the colors and styles of the season.

The women's collection is sensual and sophisticated and features a wide variety of exquisite articles in silk, cotton and lace. The men's collection features more casual styles in comfortable stretch cotton and is designed to ensure all-day-long comfort.



Their Brands

From finest seductive lingerie to ultra-high-performance functional underwear, from casual fashion style to men's creative and sporty collection, the categories of Minerva offer fascinating products for men and women of all ages.

From 1998 Minerva has been collaborating with Walt Disney by acquiring the franchise for the company's baby and children product trademark Minervakia.

Underwear Minerva

The daily, all-time classic choice from MINERVA for comfort and perfect fit for all day. Great variety of designs that covers all the needs of our clients.

A basic line in organic cotton, bamboo, tensel and modal fabric that is one of the best selling categories of Minerva.

Products that gives the impression of a second skin. Fits perfect in every body and offers a sense of comfort.



Lingeire GOSSIP by Minerva

A more exclusive line for special occasions, seductive styles combined with quality fabrics – glitter, glamour and elegant, glossy satin.

We embrace the feminine sensuality in a sophisticated, yet playful collection and mesmerize you with innovative designs that embrace the feminine silhouette with elegance.

Every woman can choose the style that best fits her and her body type. From a variety of bra in B-F cup sizes to pants and bottom parts that are available in a range of coverage and fits.



Swimwear GOSSIP on the beach

Known for its smart groups and beautiful prints made of high quality sensitive lycra, and also for the extensive assortment of tops and bottoms so that every woman can create the best possible mix for herself.

Patterns in many shapes, triangle, mini-wire, high-waist briefs and one-piece. Soft to the touch that hugs your body and is light and fast to dry. All fabrics and accessories are supplied from European market and many patterns are produced in exclusivity for Minerva.



Nightwear Minerva

A line that is comprised of stylish nightgowns, robes and pyjamas in the finest fabrics giving importance to details in laces and embroideries. Comfortable fit but nevertheless fashionable and attractive.



Homewear and Loungewear Minerva

Cosy but still fashionable Homewear and Loungewear loved by women due to a comfortable but well dressed appearance, dressing casual but still feeling luxury.



Children's collection Minervakia

Collections for kids' and babies'. More specific the kids' collection is for kids from 2/3 up to 16 years old with a wide variety of products for all kids' needs for comfortable underwear. In the same way the babies' collection is for newborn babies and up to 36 months old.

The product range includes babies' body with short sleeve, long sleeve for winter and sleeveless for summer. In kids' and babies' collection every season are added new collections with famous Disney characters.





Product mix

Our products are characterized by their style and the perfect relationship between perceived quality and price.





Social responsibility

Respect for the environment

The ethical foundation of Minerva is based on corporate social responsibility. As a responsible business they have adopted their role in the communities in which they operate. All production is made in Europe and thus they do not approve production in countries that use child labor or bad working environment for its employees.

Ecology and Quality

Minerva commits to the principle of producing products harmless to the human ecology. This includes, apart from a carefully selected choice of raw-material suppliers worldwide and the continuous control of crucial parameters by independent and certified laboratories. Comprising all minimum standards in terms of product- and human ecology and the requirements issued by the ÖkoTex Standard100.

Environmental protection

Environmental protection and nature preservation as well as the responsible use of natural resources play an important role in all corporate decisions. As part of its environmental policy, the company not only ensures that energy is used sparingly in all divisions but also re-uses residual materials and waste at its sites.

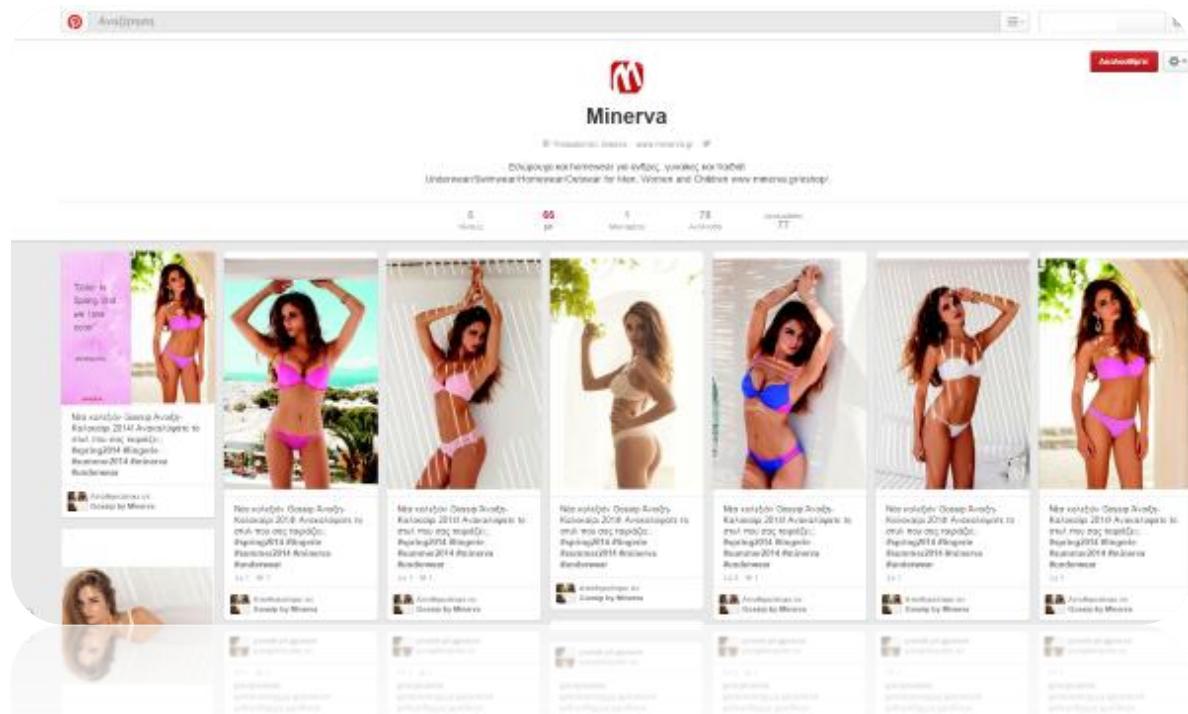
Marketing

Each season, Minerva publish catalogues and banners which is a printed guide for the season's trends.

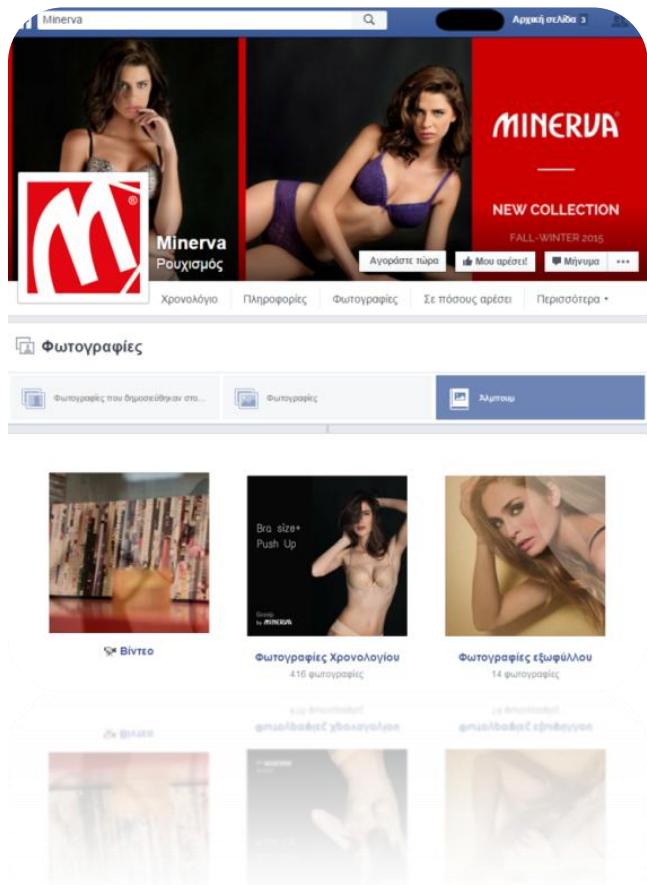
The catalogue is created with great care by a professional team including top Greek photographers, stylists and graphic designers.



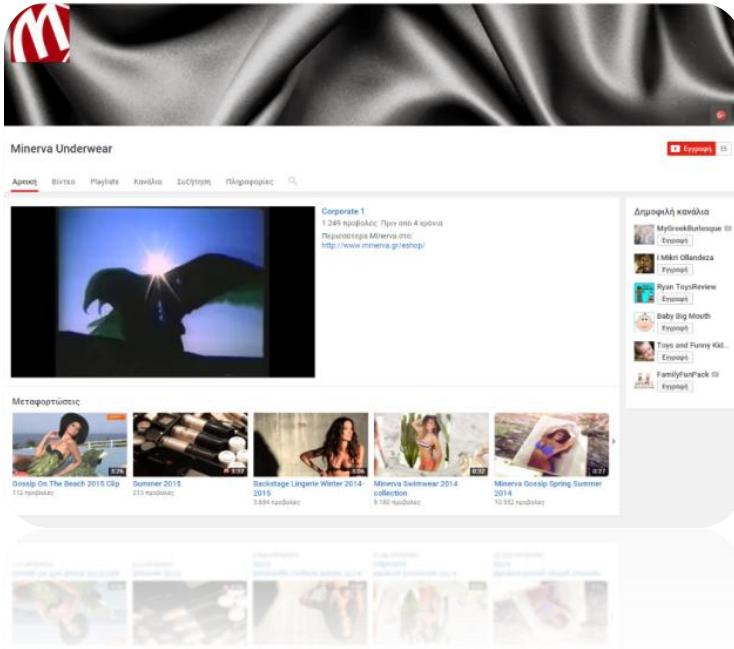
Instagram



Facebook



Youtube



Marketing Tools

Fashion and lifestyle magazines.

Social Media & On Line Marketing. Promotion on e-media, Facebook, You Tube, on line magazines and press releases.

Outdoor marketing.

A continuous evolution of the presentation of shop-windows and the interior of stores.



The success of Minerva is based on the following factors:

- Continuous R&D thanks to an dynamic and creative department of fashion designers/makers – pattern makers and other technically competent staff, -in-house, who research new trends, examine new fabrics, conceive of new design ideas and work methodically towards creating new products.
- Vertical integration of production
- Customer centric philosophy
- Commitments towards our staff
- Commitment towards our shareholders
- Adaptability towards any given economic climate



International growth

At this point we invest time and presence in international growth and brand presence.

The mixtures of beautiful collections, a strong production knowhow, good understanding of customer's demands make us a close partner, a secure investment and key for success. Increasing sales figures confirm that the fashion company is good prepared or the future.

Close partner and a key to success for wholesale partners worldwide.



What we offer

International expansion is not only a dream, but also a necessity in today's global economy. Minerva is already present in a number of countries and is expanding fast towards becoming a leading brand in the swimwear fashion.

In light of this, they are granting rights for the development of a specific territory to their distributor or agent.

Minerva and the area developer sign a "Distributor / Agent agreement" which regulates the terms and conditions of the cooperation.

Term of area development agreement is normally between 2-5 years (with an option of renewal) and exclusivity is guaranteed from the beginning.



Supporting our Partner

Cooperation and support is a cornerstone of our philosophy.

Quality is a way of living, quality support is a choice, their choice, you.

They provide ongoing information transferring constantly all of their knowledge about knitwear and new trends to their partners.

- Marketing advice, ready to use materials, campaigns and promotional material support the partner in his work and guarantee better sales and satisfied customers.
- Continual Product/Service Mix Analysis & Evaluation based on historical sales in order to guarantee top sales collections.
- Continuous market research and introduction of new products, promotions and marketing ideas.
- Design of e-media and newsletters.
- Continuous development of corporate image.

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