

Van de Velde

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Van de Velde leaps into the future through innovative partnership with Pippa & Jean

Luxurious Belgian lingerie company Van de Velde and social selling platform provider Pippa & Jean will join hands in Germany. Women are now able to experience Marie Jo and Prima Donna lingerie at an exclusive Lingerie Styling Event in their own home in the company of friends, and in the very near future order via personalised online boutiques.

The innovative partnership with Pippa & Jean is the next step in Van de Velde's online sales strategy. Through this partnership, the lingerie company launches a new business model bringing together Pippa & Jean's successful social selling platform with the experience of luxury lingerie brands Marie Jo and Prima Donna. In Germany, this innovative sales channel will be led by Anja Horst, Van de Velde's newly appointed Managing Director for social selling. As the former Director Marketing Products & Consumer Promotions at Tupperware Germany, Anja has extensive knowledge about the German social selling market. With her arrival, Van de Velde aims to strengthen its partnership with Pippa & Jean.

The concept of social selling, which allows people to experience products in the comfort of their own home, has become increasingly popular in Germany. The overall size of the German social selling market is currently over 16 billion euros and growing at a rate of 8% per year. With the development of this new innovative sales channel, Van de Velde not only increases the awareness and availability of Prima Donna and Marie Jo brands, but also provides customers the ultimate personalised consumer experience.

Van de Velde CEO Erwin van Laethem: "This new partnership with Pippa & Jean fits our commitment to ensure the availability of our brands for customers through all channels. It is also part of our innovative tradition. Since our foundation in 1919, Van de Velde always looks forward and renews itself. Working together with a partner like Pippa & Jean's digital platform fits well with our mission: empower the bodies and minds of women".

Pippa&Jean CEO Gerald Heydenreich: "We are very excited about this partnership with Van de Velde, which for us is the first step into opening our unique social selling platform O3S for other brands interested to launch their own sales force. The innovative team of Van de Velde is at the forefront of a development we are going to see in the coming years with brands building their direct-to-consumer channel through own independent sales forces in order to continue to build more reach and personal service for the end consumers".

About Van de Velde

Van de Velde is a luxurious lingerie producer founded in 1919 by Achiel en Margaretha Van de Velde. The from origin Belgian family company creates and produces several luxurious lingerie brands, namely Marie Jo, PrimaDonna and Andres Sarda. With its head office in Belgium, Van de Velde serves various international markets, including Europe, North-America, China, Hong Kong and the Middle East.

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About Pippa & Jean

Founded in 2011, Pippa & Jean offers women a unique social selling platform for jewellery, accessories and other lifestyle products via exclusive Style Parties, Facebook Style Parties and personalized online boutiques. The Financial Times ranked Pippa & Jean as the second fastest growing fashion company in Europe. Originally developed for the Pippa&Jean core business, the social selling technology platform (O3S) will now be accessible to other brands interested to manage and built their own sales forces.



Van de Velde is the powerhouse of world class brands PrimaDonna, Marie Jo and Andres Sarda. Our mission is to deliver the ultimate personalized consumer experience. As a leading player in the luxury and fashionable women's lingerie, swimwear and sportswear sector, Van de Velde bases its long-term strategy on developing and expanding brands upon Lingerie Styling. This proprietary concept combines fit, style and fashion. Our key markets are in Europe and North America and we work closely together with 5,000 on- & offline specialty lingerie stores worldwide. We run our own premium retail chains, under the names Rigby & Peller, Lincherie and Private Shop, in which we exemplify the principles of Lingerie Styling. Van de Velde is listed on Euronext Brussels.

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