



# Brand positioning

Press release

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True characters



2023





True Characters

Bretz designs  
and manufactures  
fantastically  
sensual furniture for  
freespirits and eternal  
enthusiasts





G e r m a n  
Manufacture  
since **1895**

**17,2 %**\* of Germans know the brand Bretz.

**95** passionate employees who do their work wholeheartedly and with dedication and

**7** Brand-operated flagship stores

**8** partner-operated flagship stores and over **150** retail partners in and outside Europe, including Germany, Austria, France, Switzerland, Denmark, India and China.



# Everyday magic born out of a soft spot for sofas

Bretz combines two essentially contrary, but fundamental desires in life: On the one hand, our creations take you on fantastic journeys full of adventure and freedom. But, on the other hand, they wrap themselves around you making you feel safe and secure. That is what defines our True Characters – kind of impossible to figure out, but great to be around.

This vision takes shape in our manufactory where Bretz strides forth with a bold pioneering spirit while drawing on over a hundred years of German upholstery tradition. Born out of our passion for the unexpected coupled with sophisticated production techniques, we create exceptional modular and multifunctional concepts. Only when sofa, bed, armchair or accessory has been honed right down to the last detail, will they meet our exacting standards.

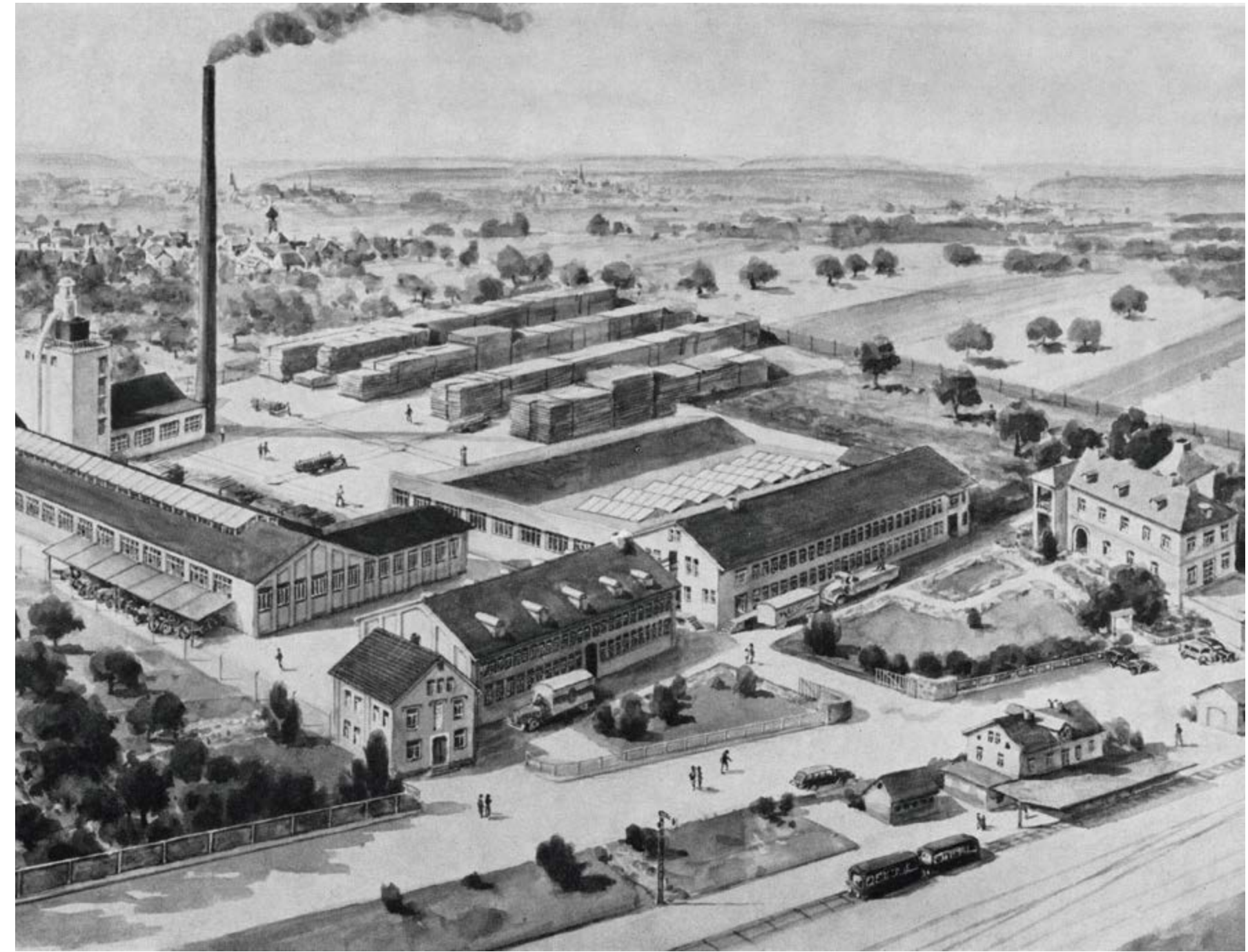
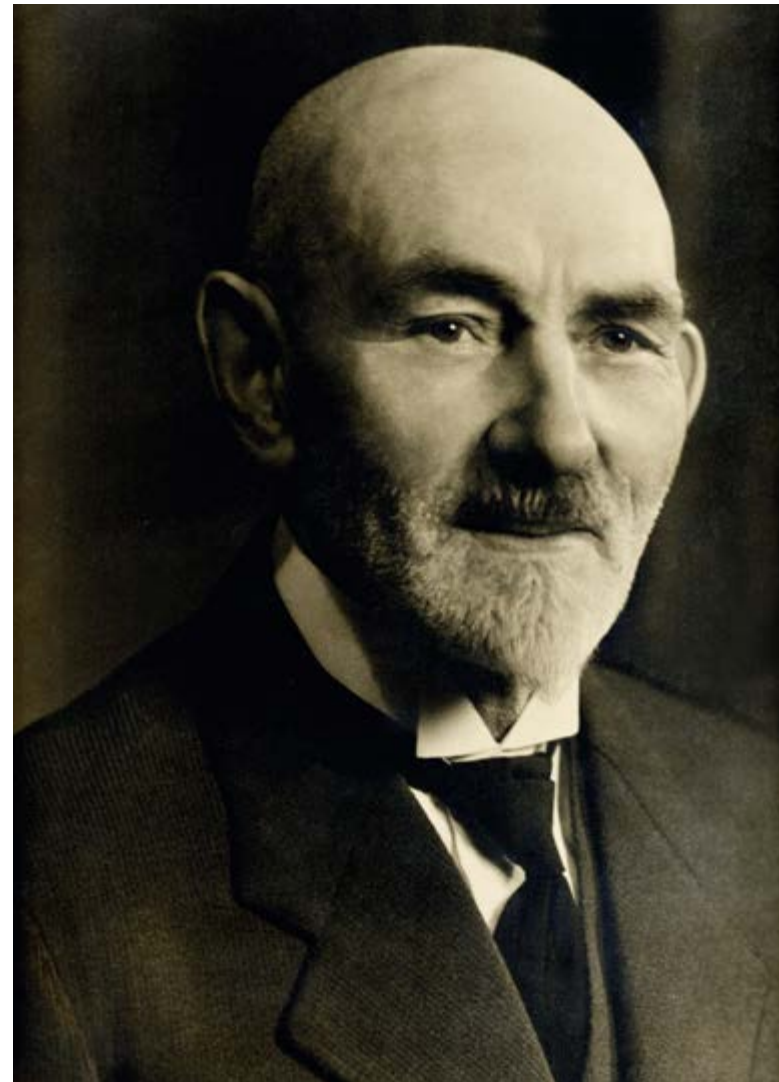
Free spirits and eternal enthusiasts know what it's like to long for more, which also resonates with all of us at Bretz. Those who let themselves fall here will find support as well as boundless inspiration. And maybe one or two answers to the question: What are you really longing for?





## Firmly rooted in our traditional craft with a keen eye on the future

Johann Bretz founded the company in 1895. Since then, every upholstered piece of furniture that leaves our manufactory in Gensingen is a handmade original. It took passion and a lot of courage to keep the family business running over the years. From total destruction in World War II, to the recession in 1986, to being saved by the Bretz brothers, Norbert and Hartmut, in the following year. In 2009, Hartmut's daughter, Carolin Kutzera, initially joined the company as a designer, and since 2018 she has shared the management with her uncle Norbert Bretz.





# The brands history

From rustic oak to fantastic  
sensual design Worlds





# 50-60s

From the  
rather down-to-earth  
manufacturer of conform  
upholstered furniture  
made in Germany...







# 60-70s





# 90-00s

...to the niche product to the „Upholstery rebel“





# 10s





# 2020

To finally become:

The manufacturer for  
fantastic-sensual design worlds  
for free spirits and eternal  
enthusiasts.





# The logo

The logo is the most important visual element of a brand. It is a graphic sign and can be compared to the face of a human being. A good logo is characterized by the fact that it represents the brand values.



# The logo

In the change of time

60-80s



90-20s



2023





# 2022

The world of Bretz is where eternal enthusiasts and free spirits feel at home. A world born out of original and whimsical ideas and dedicated craftsmanship. Furniture designs that transcend boundaries.

Imaginative, versatile, passionate, right down to the last stitch.





# True Characters – Visual worlds

We design distinctive furniture for the free characters of this so infinitely colorful world. They should give pleasure and inspire the imagination.

For the design of our campaigns, however, we do not only rely on extraordinary architecture as well as expressive furniture and special covers:

True Characters - The brand claim runs like a red thread through our visual worlds. For some years now, we have therefore also been working with „true character heads“, real people. When selecting the „models“, as well as the team behind the camera, we focus on sympathy and authenticity - we just love real characters who breathe soul into the rooms and contribute to the unique Bretzy attitude towards life.

The world of Bretz is colorful, diverse and above all one thing: Always on the move!

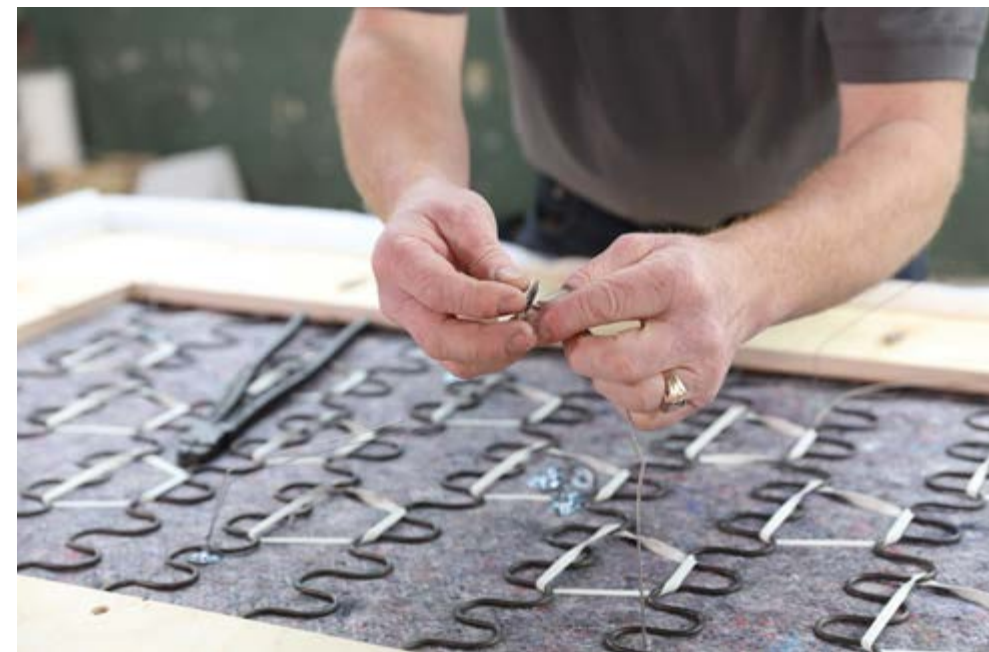




## Manufacture with heart – Objects with soul

For the production of our furniture we have always relied on traditional craftsmanship, people who do their job with passion, mind and heart, and the best materials – and this since 1895!

The wooden frames for our furniture come from the south of Germany, the handpicked, exclusive velours that give our upholstered characters their face, are mainly produced in Italy, Germany and Belgium. Together with a well thought-out, multi-layered foam construction and the right spring system, your personal favorite piece is created. Rich in detail, unique, durable and incomparable in seating comfort: finding the perfect balance of sink-in and support!





## Our brand values

### **Self-confident and imaginative**

Bretz is self-confident, colorful and shapely. We want to encourage customers to find their own personal style, to stimulate the imagination and give pleasure. Strong in character, unconventional and courageous, we confidently take different paths and explore creative boundaries. We are not subject to opportunism but remain true to ourselves. We inspire people with our imaginative brand, which is a fantastically sensual source of inspiration.

### **Rich in tradition & premium**

Quality is a tradition at Bretz – and has been since 1895, because since the year of our founding as an upholstery manufacturer, the extraordinary has been our claim. The best materials, skilled craftsmanship, attention to detail, our own comfort standards, the most innovative ideas – all of this can be found in every cushion, every sofa and every bed that we manufacture for our customers by hand in Germany. This is how we create high-quality manufactured products far away from mainstream, mass-produced goods and uniformity.

### **Cosmopolitan & Eclectic**

Freedom grows from diversity and freedom is the breeding ground for creativity and change. We at BRETZ love diversity: many colors and patterns, fabrics, inspiration from other cultures. We draw from all this and design unmistakable furniture for the free characters of such an infinitely colorful world.

### **Extroverted & Approachable**

We attach great importance to friendliness and a family-like approach – we treat our customers and employees as equals and as part of the family. We are appreciative, personal and inviting in our cooperation as well as in our services.

We  
create room  
for the extraordinary,  
the perfect place to  
discover your  
true self.

### **Sustainable and fair**

Preserving values such as cohesion, respect and trust is important to us, as are fair employment and wages. This also includes open discourse and a constructive approach to different points of view. Our colleagues are part of our extended family environment. Some have been with us for decades. The implementation of our corporate values does not stop at fair employment. For ethical reasons we completely renounce animal products such as leather or down feathers and make sure to use at least 85% of the fabric metrage. Due to our production in Germany, at our location in Gensingen, we have short delivery routes. This ensures a minimum of grey energy. Through the choice of high-quality materials and craftsmanship expertise in manufacturing, products of the highest quality are created – and what lasts long, is less quickly replaced!



Our brand promise:

Pure joy of living,  
Creative self-realization,  
Highest quality,  
Responsibility





# Point Of Sale & Design attributes

The 7 brand-operated flagship stores in Hamburg, Berlin, Cologne, Düsseldorf, Dortmund, Frankfurt and Stuttgart are our window to the world. Through the CI-compliant design of all brand-operated sales areas, the Bretz brand is also consistently transferred to the sales floor. Ci-compliant POS material, as well as color schemes defined in the style guide, serve as a guideline.

## Design attributes :

In everything we do, we ask ourselves whether the design of a new product, a store or a brochure is in line with our design attributes.



sensual,  
experimental,  
independent,  
colourful,  
bold





# Awards

## A true brand: Bretz

Distinctive brands are something very special.

The fact that Bretz is repeatedly recognized as one of them makes us extremely proud. In recent years, for example, we have won the German Brand Award, the Interior Innovation Award, the German Design Award as well as the Red Dot Design Award.

### The jury statement:

Bretz has positioned itself as a traditional brand for extraordinary, non-conformist home furniture. It is differentiated furniture with personal charisma, eye-catchers with high emotional value, whose names such as „Gaudi“ or „Monster“ further emphasize the respective character. The fact that the furniture polarizes is part of the strategy and is certainly one of the main reasons that has made the Bretz brand strong. Another reason is the solid quality, „made in Germany“. But at Bretz, they also know how to effectively stage the brand with its wonderfully crazy image in the public perception through high-quality brand stores and appropriate communication. All this shows how well they have thought things through to the end.



Carolyn Kutzera and Norbert Bretz at the German Brand Award ceremony



Awards





Awards





# Thank you!



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