amor GROUP

AMOR Group at a Glance

Internationally leading license partner for jewelry with innovative Multichannel sales concept

Key Facts about AMOR Group

Founded: 1978

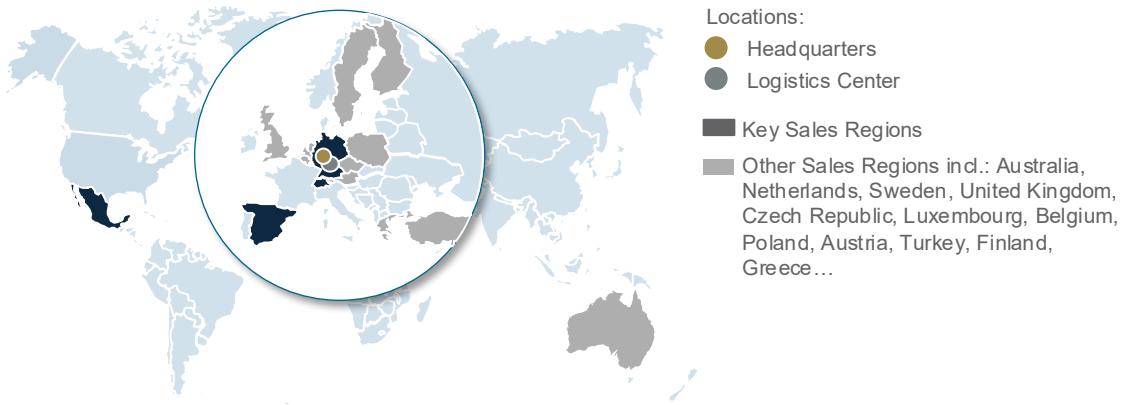
Location (Headquarters): Hanau, Germany

Management: Luca Manes (CEO) & Tobias Paßberger (CFO)

Sell-Out: EUR 124 million in fiscal year 24/25

Key Partnerships: GALERIA, Manor, INNO, Liverpool, El Corte Ingles, Amazon, Zalando, OTTO, Douglas, Tchibo, AboutYou, Tom Tailor, JOOP!

Sales Channels by Country



Multichannel sales concept for license partners

>1,200 Point-of-Sale in all relevant department stores

GALERIA · MANOR · Liverpool · INNO DEPARTMENT STORE · El Corte Inglés

B2B & D2C marketing via relevant marketplaces

amazon · OTTO · zalando · Tchibo · DOUGLAS · ABOUT YOU

E-Commerce / Social Media Marketing on relevant Platforms

facebook · TikTok

Advantages of Working with AMOR Group at a Glance

Thanks to its experience and distribution network, AMOR is the preferred license partner for jewelry

AMOR as System Market Leader
Market leader for system business

Solid project and industry expertise
Strong partner network in sourcing, design, and distribution of jewelry

International Expertise
Worldwide network of department store partners and service providers

Efficient Work Processes
Experience in seamlessly taking over projects and setting up new sales channels



Time to Market
Direct communication and agile working methods ensure fast distribution.

Expert for License Partners
Years of experience with license partners from the fashion and artist sector

Targeted Marketing
Individual marketing strategy tailored to the needs/customer group of the license partner

Creating Transparency & Trust
Progress and marketing plans are regularly shared and aligned with partners

AMOR Brand Portfolio incl. Collaborations

AMOR Brand Portfolio incl. Collaborations

Own Brands	Licences	White Label	Merchandise
Multichannel amor NOELANI SARA & KATE *Online Focus* Sofia Milani JEWELS	JOOP! JEWELLERY & WATCHES TOM TAILOR Prinzessin Lillifee	AIDA hunkemöller L'ATELIER	BVB 09 UNHEILIG SAMU HABER SCORPIONS Mr. Hurley & Die Pulveraffen FEUERSCHWANZ POWERWOLF

Product design concepts coordinated with the partner

Earrings

- Mix of basics & statement pieces
- Perfect for combining



Necklaces

- Modular system for layering and collecting
- Personal identity markers (letters, symbols)



The System / The Idea

- Individual
- Customer Needs

- Individual arrangements
- Compilation of the collection
- Meeting customer requirements
- Diverse, from classic to fashionable-trendy
- Exclusive sales promotions
- Anti-theft protection for AM or RF systems

Packaging and Presentation Concept

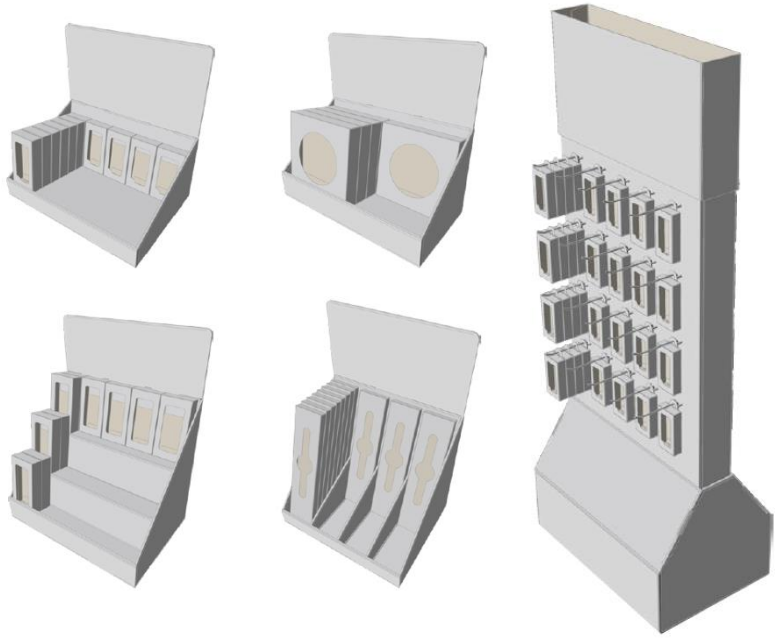
Packaging & Boxes

- High-quality jewelry boxes
- Consistent designs
- Packaging solutions for online & brick-and-mortar retail



Presentation at POS

- Displays for drugstores and chain retailers
- Suitable for individual products and bundles
- Easy integration into existing store concepts



Specials

- Advent calendar, possibly collab: with other partners
- Gift boxes
- Signed limited edition boxes



THANK YOU

Amor GmbH

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