

zwei

[zwei-bags.com](http://zwei-bags.com)

# 5,000,000 sold



MADEMOISELLE.M M12

Designed in Germany

ZWEI GmbH is a leading company specialising in the design and sale of high-quality handbags, backpacks, purses and wallets. Since our foundation in 2008, we have grown constantly and, thanks to a combination of our team spirit, creativity and customised approach, have succeeded in becoming one of the market leaders in our branch of industry.

Our colourful concept has persuaded more than 1,500 dealers in Germany alone and even more all over the world. Our classic "German design" and range of around 200 – 250 new articles per year appeal to a wide range of customers. The best example is our bestseller MADEMOISELLE.M M12 – 5,000,000 have been sold since 2011.



# 670 articles



We offer our customers a wide choice of products with our 670 articles. From classic/feminine to sporty/casual, there is something for everyone. The classic designs of our bags and backpacks allow them to be combined with almost every outfit. This versatility, great functionality and the features of our products, together with high-quality vegan materials, appeal to a very wide

target group. By the way, almost 25% of our end customers are repeat buyers. Our sales figures prove the success of the ZWEI brand. The quality of our products is confirmed by a return rate below 2%. We are all the more delighted that Focus Money also describes our product quality as very good in its "customer satisfaction survey".



# 187 colours



We offer our customers a wide range of around +/- 187 colours that are never out of stock and new products. They comprise muted colours, vivid colours and colours based on the latest trends. Thus we delight a wide target group that can be classic, bold and trendy with us.

Our customers appreciate these characteristics:

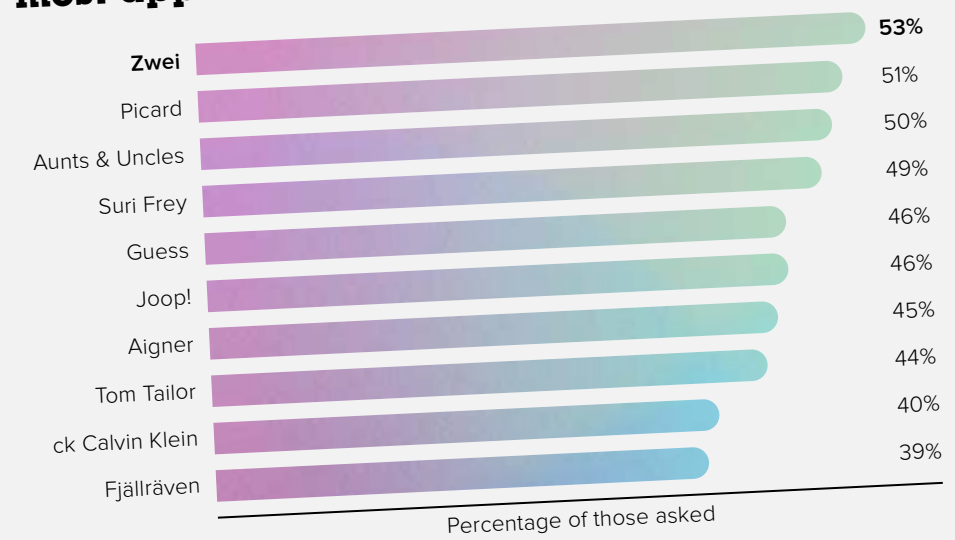
- classic, timeless designs
- wide colour range
- easily combined
- high functionality and features
- high-quality vegan materials
- consumer-friendly prices
- products according to REACH standard, AZO-free
- BSCI-certified





# 1st place in fashion ranking

## What brand of handbags most appeals to women?



**Source** TextilWirtschaft  
**Further information** Germany; 1 August to 30 September 2019; 151 respondents; buyers from the leather goods and clothing industry, major retailers; online survey

In 2019, ZWEI was chosen for the first time as the best bag brand in Germany by 151 of the most important buyers in the fashion and bag industry. ZWEI still holds this place today. We gained

this award by hard work in just 11 years – with unique classic designs, top quality in the medium price range, a focus on reliable, long-term customer relations and the best possible service.

# 120 new articles per season



With 120 articles per season, our designers are really busy! This is how we satisfy the desire for something new, remain up-to-date and do not simply rely on our bestsellers. We consider it very important to go with the times while offering classic designs that can be excellently combined.

The supplier ranking by *taschen24.de*, one of Germany's main online traders for bags, proves the success of this model. Here we are in 5th place among the highest-selling brands, behind brands for schoolbags and luggage and in front of bag manufacturers with comparable segments like Fjällräven and Tommy Hilfiger.



# 500,000 articles in stock



Small company, large warehouse. We store around 500,000 articles here. As a result, we can guarantee our dealers 94% availability. A feature that they greatly appreciate! Because we minimise costs and risks so that they:

- save storage space
- order as the need arises
  - No unsold goods, optimised cost achievement
  - No budget ties (100% liquidity)
- Articles can be tried out

We constantly aim to optimise our processes so as to offer our customers the best possible service. That's why we are AEO-certified. This means huge simplifications in import and export customs procedures. As a result, we receive our goods even more quickly and can also ship to our importers even more quickly. We ship every working day and can guarantee fast delivery as a result.



# 100% service



**Esther Sauerwein**  
Sales Manager  
usa@zwei-bags.com  
+49 (0) 6151-86033-107

Our six employees in Sales can be contacted constantly from 9:00 am – 1:00 pm and from 1:30 – 5:00 pm (CET). They offer genuine advice and, thanks to direct feedback from our dealers, can always tell what articles are selling well.

You too can order from our B2B shop or using EDI. We also support our dealers with POS materials and are happy to provide you with photos, videos and product texts.

[zwei-bags.com](https://zwei-bags.com)



DIND Deutsches  
Innovationsinstitut  
für Nachhaltigkeit  
und Digitalisierung

In Kooperation mit

UNTERNEHMER





# 15 years of sustainable success

## 2006 THE IDEA

Label foundation: Two school friends from Darmstadt realise their idea of a modern cycle bag. The first models are produced and are well received by local bicycle traders.

## 2007 DISILLUSION

The cycle bag is too far ahead of its time and becomes a non-seller. Give up? No way!

2007

2008

## 2008 SUCCESS

Company formation: After many hours in the design workshop and with the last of our strength, we finally make it: The first MADEMOISELLE.M is produced. A glowing success, as it soon turns out.

## 2015 GROWTH

Fuelled by the success of MADEMOISELLE.M, many other models are produced and ZWEI moves to new premises. The world is calling!

2015

2010

## 2010 SAN FRANCISCO

The striking foldover design wins several prizes and even makes it into the shop of the Museum of Modern Art in San Francisco.

## 2018 FAVOURITE

The millionth MADEMOISELLE.M is sold, and many other collections are produced. How fast time goes by.

2018

1.000.000

2019

## 2019 THANK YOU

The specialist trade nominates us as most popular bag brand. We are absolutely delighted and say: "Thank you!"

## 2024 FUTURE

Our aims: to achieve even more sustainability, always listen to our customers and remain a reliable partner for the trade.

ZUKUNFT

## HISTORY

ILLUSTRATION: GILBERTO ACOSTA



We are not just sustainably successful, but also place great store on sustainability in these areas:

- Shipping: Since January 2020, we have been actively involved in the GLS Climate Protect programme and ship our parcels carbon-neutral with GLS.

- Compensation: Our dealers can compensate for CO2 and marine plastic when purchasing in our B2B shop.
- Alternative materials: HYDROFLEX avoids ecologically harmful solvents (DMFa) in the production process.
- Animal welfare: We have been using solely vegan products since 2017.



**zwei**

**12mz**

**ZWEI GmbH · Waldstr. 15 · 64331 Weiterstadt · Germany**  
**usa@zwei-bags.com · +49 (0) 6151-860330 · zwei-bags.com**