



THE BRAND

HIGH SOCIETY

*High Society*

# HISTORY

High Society, the mother company of KELLY was originally founded in 1985. It instantly had a meteoric rise and became the embodiment of glamour, elegance and uniqueness among active skiers and fashion lovers, by virtue of the brands high-tech materials, exceptional quality and most importantly because of its unique comprehension of fashion trends, worn by countless fashionistas and VIP's on the most exclusive slopes of the world.

Early 2010 witnessed the beginning of the new sister brand KELLY and while KELLY has been presenting its latest collection at the leading international sports fair ISPO, HIGH SOCIETY was successfully relaunched and presented its new concept for the first time at the ISPO 5 years ago. Immediately it turned into a huge success and was enthusiastically received in the world's leading (ski) sport houses.

# VISION

High Society stands for the unique dedication to the highest quality, European Production, technical materials, uncompromising functionality and performance combined with over 30 years of experience and unique comprehension of fashion trends, with an underlying inspiration to create glamour and haute couture. With HIGH SOCIETY Ski Couture and functionality are no longer contradictory!

HIGH SOCIETY strives each season to create a brand new ski couture collection for the premium ski clothing market that stands out and makes a difference by concentrating on our unique and distinguished HIGH SOCIETY profile: visionary ideas, permanent research and analysis of latest fashion trends, attention to craftsmanship, incorporation of the latest and best performing technical materials, dedication to premium quality materials and production and most of all the LOVE and PASSION for what we do.

HIGH SOCIETY is not only a signature, it's a commitment to strive and to meet our goals every day.

# PHILOSOPHY

Sissy Engel and the product manager Stefanie Kozlowski have made it their philosophy for both brands to transfer/merge the unique feeling of luxury (HIGH SOCIETY) and uniqueness (KELLY) to the women wearing their collections.

On one hand they are creating this association and philosophy with their roots and the birth place of both brands Monte Carlo/Monaco, known as the playground of the HIGH SOCIETY and on the other hand with their understanding and interpretation of Luxury: latest technical materials, highest quality, extravagant details, sophisticated yet perfect fit and handpicked accessories.

Both brands, HIGH SOCIETY and KELLY are linked sister brands under the roof of the HIGH SOCIETY FASHION GmbH, with its headquarter in Germany and Design, Product Management and Marketing based in Monaco.

# #WEAREHIGHSOCIETY

EST.



# WORKING WITH LEADING BRANDS IN THE BUSINESS

Visionary, dedicated to the highest quality, striving for innovations, heritage.

BÜDEL  
producing  
Metal segments  
since 1997

Schöller Textiles  
founded 1868  
Switzerland

Saga furs  
Responsible and  
sustainable choice  
80 years of  
heritage  
Finland

# SOFTSHELL

Softshell originally was a hybrid between a waterproof shell and a highly breathable fleece. Nowadays they are made from a combination of materials such as polyester and nylon, which are designed with a woven shower proof front, a special membrane to enhance breathability and a fleece backing fabric.

This unique combination ensures high water resistance and high breathability, durability and a stretchy comfort to ensure high wearing comfort.

High quality softshell is used for our jet ski pants, softshell jackets and overalls.

Water column WP 6.000 mm (ISO 811)

Breathability: 5.000 g/m<sup>2</sup>/24h (ISO 15496)



# 4 WAY STRETCH

4 Way stretch means a fabric that stretches and recovers in both width and lengthwise which guarantees freedom of movement to its wearer.

To achieve an exceptional water resistant finish combined with high breathability we upgrade our 4 way stretch with a high quality 2 layers laminate. We use 4 way stretch mainly for our ski jackets and overalls to ensure high functionality.

Water column WP 12.000-15.000 mm (ISO 811:1981)

Breathability: 10.000 g/m<sup>2</sup>/24h (ISO 15496)





# SUPER ROUBAIX MIDLAYER

Softshell originally was a hybrid between a waterproof shell and a highly breathable fleece. Nowadays they are made from a combination of materials such as polyester and nylon, which are designed with a woven shower proof front, a special membrane to enhance breathability and a fleece backing fabric. This unique combination ensures high water resistance and high breathability, durability and a stretchy comfort to ensure high wearing comfort.

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# SAGA FURS

Saga Fur is the only fur seller with a supplier certification and auditing programme on the environment and animal health and welfare.

Saga furs works with a traceability program which enables the manufacturers to trace the origin of the pelts down to the individual farms.

We only use saga furs for our fur trimmings

sagafurs®

# ECO CASHMERE

High society is setting an example and strives to be an eco-friendly brand hence, it only uses ECO cashmere for its FW22/23 collection, an Earth-friendly mix of 50% regenerated cashmere fiber and 50% premium quality virgin cashmere fiber. This way of production achieves a total reduction of 74% in water, 66% in energy use and 78% in carbon dioxide and has overall a 5 times lower environmental impact than yarn made from 100% virgin cashmere.

Additional the virgin fiber that we use comes from approved partnerships encouraging sustainable herding and grazing practices, promoting high standards of animal welfare whilst protecting the traditional way of life within nomadic communities.

The Eco Cashmere is dyed using nontoxic environmentally friendly dyes.



# MERINO

Superfine Merino is made from 100% super fine grade Australian. It is a very soft and elegant and is traditionally been used in creating the highest quality garments. As the fiber is so fine and light it's an ideal fiber especially for difficult weather conditions. Even in cold and damp air a molecular process called "heat of absorption" releases heat, which can be felt by the wearer. All fibers generally do this, BUT extrafine Merino wool does it four times as much as nylon and at least double as much as polyester.

The natural crimp of our superfine enables it to trap air effectively, therefore insulating the body from the colder temperatures. Superfine Merino also creates its own microclimate around the body, acting as a buffer against changing conditions therefore maintaining higher comfort levels.



# FAUX FUR

The high demand for real fur poses a threat of disappearance to many species of animals. This has led to the invention of faux fur.

Its an animal friendly alternative to real fur and todays technology gives faux fur the same qualities and techniques as real fur. You can enjoy your piece for years without noticing a difference in appearance. Well done faux fur products – like ours – are more resilient and durable than real fur.

Unlike real fur, faux fur is a fabric and is relatively easy to sew. It does not require cold storage to prevent deterioration and is not prone to being eaten by moths. It is made from various materials including blends of acrylic and modacrylic polymers. Modacrylic is a high quality “fur” alternative that gains attraction from its convincing look as an alternative to real fur.

EMBRACE THE GUILT FREE PLEASURE!



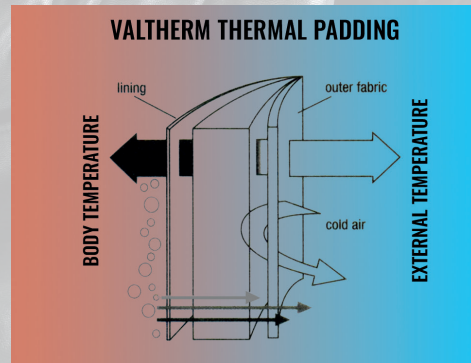
# VALTHERM

Our Valtherm environmentally friendly padding guarantees a superior comfort and fit to meet even the most extreme weather conditions thanks to its thermoregulation technology.

It works with your body to determine if you need warming or cooling based on the amount of humidity next to your skin. The active particles capture the infrared (IR) energy your body emits and if moisture is present it speeds the evaporation process to cool you down.

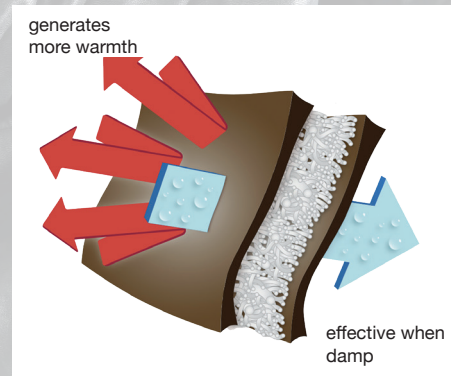
Through this extreme breathability and thermal regulation and moisture management it ensures the perfect microclimate and temperature for great comfort and high performance.

All odors are trapped in the garment and only released when washed.



# 3M THINSULATE

3M is warm yet lightweight, powerful yet thin. It helps you to stay warm and dry by trapping and holding body heat while allowing moisture to escape. It's the "eco-friendly" alternative to feathers and natural down but mimics downs when dry and is warmer than downs when wet. It's high water resistant insulation opens up a whole new world of warmth and comfort and will keep you warm, comfortable and dry without unnecessary weight whilst managing odor control.



# DUCK DOWN



Down feather is a natural insulator which works by trapping air in the clusters to keep you warm. We work with a 90/10 ratio which means that 90% of our fillings are down and only 10% feather. The higher the down percentage the warmer the jacket. Down feather insulation reigns superior when it comes to its weight, its high compressibility, its resilience and perfect moist resistance. All our down feather fillings are RDS certified.



# INNER LIFE

The approach to produce a fashionable yet functional and highly technical ski jacket doesn't end for us on the outside! How the inside of the jacket is designed reflects in a perfect way our commitment to high functionality and comfort.

All our Ski jackets are equipped with a detachable (zip) snow guard with inside lycra lining for extra warmth.

The collar of all our jackets is also lined with lycra to protect your skin, giving you extra warmth and comfort.

Our lycra cuffs have an extra wind, cold and snow protection whilst simultaneously the soft material flatters the skin.

Most of our jackets come with a detachable hood whereas the fur collar on the hood is always detachable which is especially important for the washing process of your jacket.

Each jacket has an inner mesh pocket and a second inner zip pocket for all the little things we need during a ski day.

Last but not least all our jackets come with a ski pass pocket in the sleeve with zip.

# BELTS & BUCKLES

We exclusively buy all metal buttons, press buttons, decorative buttons and buckles from the German market leader for exclusive fashion accessories: BÜDEL

Each piece is exclusively designed and produced for us and has (de) embossed logo engravings.

Our HIGH SOCIETY designer buckle is an exclusive “piece of art” that gives every item an extra allure and elegance, whilst being easy to handle and technically sophisticated.

# BRANDING

Branding for us is a very delicate and subtle combination of design, functionality and showcasing our Logo

It not only needs to showcase the name of our brand but needs to unite and represent all our high and exclusive standards.

For our classic HIGH SOCIETY logo we use a laser cut 2 layers rubber logo with silver or gold writing whereas our edge protection for our trousers is made out of mat 3D rubber laser cut patches.

During the whole design process of the HIGH SOCIETY collection we carefully reflect how to incorporate our logo, be it an embroidered logo, an exclusively designed logo tape, an exclusive developed metal plaque or a special logo print. In any case our motto is always “less is more”!

# COLLECTION



# INFLUENCER COLLABORATION



FILM NEGATIVE

→ 14 A

FILM NEGATIVE

→ 14



FILM NEGATIVE

→ 13 A

FILM NEGATIVE

→ 13



FILM NEGATIVE

→ 14 A

FILM NEGATIVE

→ 14



FILM NEGATIVE

→ 13 A

FILM NEGATIVE

→ 13



FILM NEGATIVE

→ 14 A

FILM NEGATIVE

→ 14



FILM NEGATIVE

→ 13 A

FILM NEGATIVE

→ 13

# OUR TARGET MARKET

- ★ HIGH BRAND AWARENESS
- ★ WELL TRAVELED
- ★ WELL EDUCATED
- ★ OPEN MINDED
- ★ AGELESS
- ★ INTERNATIONAL MINDSET
- ★ BARELY READS PRINT
- ★ FAMILY ORIENTED
- ★ DEVELOPED SENSE OF STYLE
- ★ AMBITIOUS



THE BRAND  
**KELLY**  
*Be Kelly*



A woman with long blonde hair wearing a white hoodie, looking directly at the camera. The image is semi-transparent and serves as a background for the text.

**BORN IN 2010**

**KELLY**



# OUR HISTORY

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Early 2010 witnessed the beginning of the new sister brand KELLY, launched by Sissy Engel and Stefanie Kozlowski with the goal to revive the chic and the glamour on the slopes targeted at a younger and more sporty audience.

Kelly started in Germany, Austria, Switzerland, Italy and France and was immediately a huge success being enthusiastically received by the world's leading (ski) sport houses. Since 2011 KELLY has been presenting its collection at the leading international sports fair ISPO in Munich and is largely growing its international presence.

Today Kelly is represented in 17 countries and is still steadily growing.

# KELLY

# OUR PHILOSOPHY

KELLY'S unique philosophy is naturally created with the roots and birth place Monte Carlo/Monaco in mind, which was home to the late style Icon Princess Grace KELLY and on the understanding and matchless interpretation of Luxury which includes: latest technical materials, highest of quality, exceptional attention to details, perfect fit and handpicked accessories.

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**KELLY**

# OUR VISION

Kelly stands for the promise of highest technical standards and great functionality combined with a young, colorful, effortless and sporty look that reflects the dynamic lifestyle of the millennials.

Every winter season, Kelly showcases a new collection but KELLY is more than just a new ski outfit – it's an affordable lifestyle concept and a fashionable way to express yourself. It aligns with the playful approach to our maxim whereby quality, functionality and affordable price goes hand in hand with fun, color & fashion.

**KELLY**

# SOFTSHELL

## TECHNICAL DETAILS KELLY

Softshell originally was a hybrid between a waterproof shell and a highly breathable fleece. Nowadays they are made from a combination of materials such as polyester and nylon, which are designed with a woven shower proof front, a special membrane to enhance breathability and a fleece backing fabric. This unique combination ensures high water resistance and high breathability, durability and a stretchy comfort to ensure high wearing comfort.

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# KELLY

# SUPER ROUBAIX MIDLAYER

## TECHNICAL DETAILS: KELLY FABRICS

The new generation of highly technical Polyester fiber (Lycra) will ensure that the body maintains an ideal temperature in all weather conditions and guarantees a perfect fit and shape retention plus excellent coverage.

The material works as an active barrier against sun heat and the UPF 50+ guarantees a protection from harmful ultraviolet rays UV-A and UV-B. The fabric has a very high thermal insulation that protects from cold. The material is soft and smooth on the skin, non-allergic and has a high pilling resistance and is easy to care for.

We use SuperRoubaix for all our first and second layers.



# KELLY

# SAGA FUR

We source our furs exclusively from SAGA FUR.

Saga Fur is the only fur seller with a supplier certification and auditing program on the environment and animal health and welfare.

Saga furs works with a traceability programme which enables the manufacturers to trace the origin of the pelts down to the individual farms.

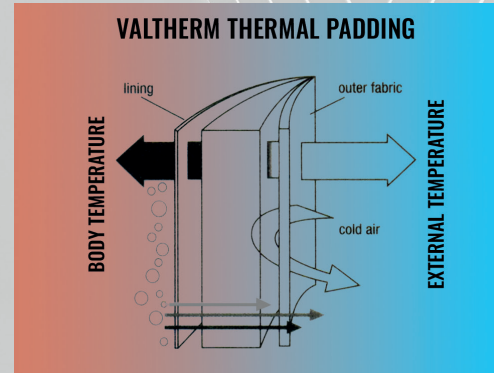
sagafurs®

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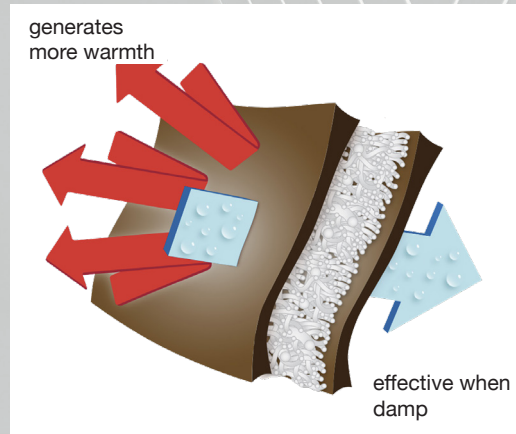
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## INSULATION BY KELLY

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# KELLY

# BELTS & BUCKLES

All our buttons and press buttons are branded with an embossed KELLY logo, with an exclusive metallic look. Our KELLY pants close with a unique Tra - in button, patented by RIRI Switzerland. It's a combination of a classic snap and hook that unifies aesthetics and usability/security.

All our KELLY belt buckles are exclusively designed for us and have an embossed Logo equipped with an easy to handle yet technically sophisticated closing mechanism.



**KELLY**

# WINTER COLLECTION



# BRANDING

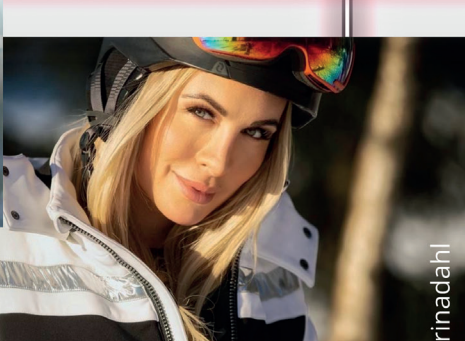
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# KELLY

# INFLUENCER COLLABORATION



# OUR TARGET MARKET

*Be Kelly*

★ LIVING THE DREAM

★ WANTS TO BE SEEN

★ «PLAYS» WITH FASHION

★ CURIOUS

★ MILLENNIALS

★ SPORTY & DYNAMIC

★ IDENTIFIES WITH INFLUENCERS

★ HARDLY READS PRINT

★ LIFE IS ONLINE

★ AMBITIOUS

**KELLY**



# COMMUNICATION

*Be Kelly*

- ★ We aim to support our retail clients with Events, POS material, Newsletters
- ★ We strive to build an audience for the brand through social media, events & media coverage
- ★ We incorporate (international) VIP's and influencers for the biggest possible impact on both sales & brand awareness

**KELLY**

# COMMUNICATION

1

**We strive to build an audience for the brand through social media, events & media coverage**

2

**We incorporate (international) VIP's and influencers for the biggest possible impact on both sales & brand awareness**

3

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