




Triumph

Our future has a history.

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1886

Corset maker Johann Gottfried Spiesshofer and businessman Michael Braun set up the Spiesshofer & Braun corset factory. With a staff of six and the same number of sewing machines they start producing corsetry in a barn. The location: Heubach in Württemberg, Germany. The company expands rapidly in the heyday of the German corset industry; by 1890 the staff already numbers 150. In 1894 the first supply agreement for export is signed and the company starts exporting to England.

The belle époque – to look like the Empress. Laced like royalty. Spiesshofer & Braun go along with the new French fashion trend "sans ventre": any thing that stands in the way of an s-shaped silhouette is laced out of sight. New corset models have to be designed and produced, emphasizing the bust and the derrière while tautly shaping the waist and hips – the ideal of beauty in the German Empire and across Europe.

1902

Spiesshofer and Braun recognise the need for a memorable trademark – one that transcends borders. Inspiration beckons Johann Gottfried Spiesshofer when he sees the Arc de Triomphe in Paris – "Triumph" becomes the trademark. The company develops new export markets and quickly grows within Europe.

The "Golden Twenties" – chic and sophisticated

In the "Golden Twenties" the clothing conventions of the empire period are cast aside. The radical change in fashion causes a major crisis in the corset industry, but, in turn, makes way for an important opportunity. Light corsetry becomes fashionable and the success story of the bra begins. Triumph develops increasingly delicate bras and the number of seams in its products reduces incessantly. This makes fashion less expensive and more natural.

1933

The foundation stone is laid for international expansion: the firm fits out its first branch abroad in Bad Zurzach, Switzerland. Forty-four years later the worldwide holdings of Triumph International will develop from this site. In the Thirties, Triumph grows to become Europe's largest corsetry manufacturer and in 1936, the year of the Berlin Olympics, the company proudly celebrates its 50th birthday.

Stylish elegance – back to shape and tradition. Goodbye to the bob and the boyish figure: after the global economic crisis of 1929 people are longing for stability and order. The spirit of the times is changing and the emphasis is on a slim silhouette. Classic elegance replaces sophisticated chic. At the end of the Thirties, Triumph offers the corsetette, the first strapless corset. Another innovation is the introduction of the first bras with front closing and adjustable straps.

1948

A fresh start after the currency reform: production recommences, the company grows extremely fast and, from 1953 onwards, trades as "Triumph International". From 1954 to 1959 it expands within Europe: branches are opened in Belgium, Great Britain, Sweden, Italy, Finland, Norway, Denmark, Austria, and the Netherlands.

The years of the economic miracle – celebrating the new prosperity. World War II and the deprivations of the post-war years are over; people are placing more importance on external appearances again. A young, French fashion designer develops the "New Look", characterising the style of the time with a definite feminine shape. The stars of the Fifties celebrate the legendary nipped-in waist and, in particular, the cult of the bosom. Corsetry enjoys a comeback; Triumph sets the pace and becomes the market leader. "Diana" is the first bra with a recommended retail price – ensuring identical quality wherever you buy.

The company acknowledges the signs of change and gears itself not only for internationalisation but also for innovation. Triumph introduces a bra strap made of stretch yarns as early as 1954; it provides elastic support with no pinching, pressure or tugging.

1956 sees the beginning of

many years of communion with the famous German couturier, Heinz Oestergaard. In line with his creed that "Fashion starts with the thread, elegance with foundation wear", the Berlin designer heralds a fundamentally new presentation of lingerie. Triumph introduces very stylish lingerie fashion shows – for the first time the models do not wear leotards under the garments but march past with the lingerie on their bare skin. "More fashion for underwear" is the message in 1957 at the first Triumph show in London's Royal Albert Hall. The next show follows at the International Cotton Fair in Cairo in 1958, and in 1959 the Berlin Hilton hosts the largest lingerie fashion show ever held up to that time: a presentation to 200 journalists from 16 countries.

1960

Triumph International expands into Asia and opens a branch in Hong Kong in 1960. Over the next decades this is followed by Malaysia, Singapore, Taiwan, Thailand, the Philippines, China, Sri Lanka, Vietnam and India. The company has already developed to become one of the three top intimate apparel manufacturers in Japan by the mid-Sixties. New branches are opening in Europe too – in Spain, Greece, France and Portugal. In 1965, Triumph International is marketing its products in 92 countries.

Swinging Sixties – revolutionary developments. The first elastane fibre comes onto the market in 1959 under the trade-name "Lycra" and revolutionises lingerie fashions. Elastane can be used to produce much finer and lighter materials – with better care and wear characteristics. An enormous variety of elastic fabrics is developed. By the end of the Sixties virtually all underwear in Europe and the USA is made from elastane mixes. In 1966, Triumph presents the "Doreen" lingerie range. Made of polyamide with 15% elastane, the range immediately becomes a bestseller – and will remain so for many years. Triumph is the first lingerie producer to introduce the moulding process for seamless cups in 1967. The new method is a milestone achievement pointing the way for the future of lingerie manufacture: it allows the creation of far more comfortable and lighter bras without seams. Triumph also picks up the trend towards leisure wear and starts production of bikinis and swimsuits in 1962.

New routes are also being taken in the advertising field: brand, slogan and emotional approach are all aimed at self-confident women. The tone is set with Triumph Germany's advertisement featuring a self-conscious woman with the motto "Sicher aufreten, sicher gefallen" (Sure in her appearance, sure to be liked).

1977

The Swiss company in Bad Zurzach becomes the sole primary company in the group "Triumph International Spiesshofer & Braun KG". Internationalisation of the company is constantly advancing: the production plant in Wiener Neustadt (Vienna, Austria) and the facilities in Heubach (Germany) and Hong Kong consolidate Triumph's reputation as a high-tech fashion company. They become information centres for textile engineers and clothing experts from all over the world. The strategic position of the firm is strengthened in every continent: in 1972 Triumph buys into the Brazilian market, takes over the "House of Jenyns" in Australia and commences production under licence in South Africa. Further subsidiaries are set up in Chile, Thailand and the Philippines.

The wild Seventies – a new lightness. Triumph rings in the Seventies with the largest fashion show ever of the time. It becomes a spectacular fashion journey over a 25,000 km route: the glamorous "Triumph 70 Show" takes its models on tour through Europe and Asia. Fashion is following new trends, the harbingers of which were already seen in the Sixties: social change is producing flower power and the mini-skirt. It is not only girdles and petticoats that are less in demand; the predominantly functional bra

is also losing popularity. The entire lingerie industry is forced to deal with falling sales and turnover – now more than ever Triumph International's investments in the moulding process are paying off. The company is the first clothing manufacturer to work with extremely fine, light materials such as Lycra® and nylon. Sewing is achieved without needle or thread by fusing molecules together using high-frequency technology. With the sheer, seamless "Einer für alle" (One Size) design, Triumph succeeds in producing a bra that is inconspicuous and yet provides gentle shaping, that doesn't need to be tried on and still fits many women perfectly. Buying without trying on – a particularly welcome innovation at the time. The success proves Triumph right: the bra, much loved in many European countries, remains in the range until 1998 and under goes a revival in 2004 with a new textile concept.

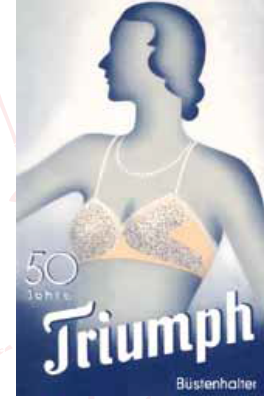
Another high point in the history of Triumph International is the introduction of the "sloggi" brand at the end of the decade. Introduced under the slogan "Die Baumwoll-Revolution" (the cotton revolution), a material innovation means that the briefs are extremely soft, smooth and wrinkle-free. Packed in a folding box, sloggi becomes an international bestseller, having sold over 1.2 billion items all over the world to date: "Fits like a glove" say the English about sloggis and the French refer to the briefs that always hold their shape



JOHANN GOTTFRIED SPIESSHOFER (LEFT) AND MICHAEL BRAUN (RIGHT), FOUNDERS OF THE SPIESSHOFER & BRAUN CORSET FACTORY



1906 SPIESSHOFER & BRAUN, HEUBACH



1936 50 YEARS OF TRIUMPH/POSTER FOR "TRIUMPH AND GOLF"



1976 FLYER FOR "BAGATELLE PLT"



1959 TRIUMPH FASHION SHOW AT THE BERLIN HILTON



1960 H. HÖLTSCHER, TRIUMPH'S CHIEF DESIGNER, MODEL

From the Empress to Naomi Campbell...

The best endorsements of Triumph have always been inspired by women themselves.

History tailored by Triumph



1968 H. OESTERGAARD, DESIGNER, MODEL



1970 POSTER FOR "AMOR-FEE 111"



1970 TITLE PAGE OF "TRIUMPH 70" FASHION SHOW BROCHURE



1986 KEY VISUAL FOR INTRODUCTION OF "SLOGGI 100"



2001 TRIUMPH "DREAMS ON STAGE" FASHION SHOW IN CHINA



2011 KEY VISUAL "SPRING / SUMMER FOR 'SHAPE SENSATION'"



2011 LOGO FOR TRIUMPH'S 125TH ANNIVERSARY

and stay soft even after a boil wash as "les indéformables" (shape-keepers).

Youth and sexual liberation are important themes of the decade in the field of advertising as well. Triumph, the market leader, demonstrates its solidarity; beauty and sensuality are realistically portrayed. A totally transparent bra is advertised in Germany with the slogan "Na und? Körper ist Mode" (So what? My body is my fashion statement). Triumph promises experiences, fun and a desire for adventure in delightful underwear.

1986

Triumph International celebrates the company's 100th anniversary. In its centenary year, the Triumph Group employs a staff of 19,000 all over the world and its total turnover amounts to more than 996 million Swiss francs. The expansion course of the company continues apace: Triumph International had begun selling in the People's Republic of China in 1985 and now in further expansion, takes over the exclusive French men's underwear brand, HOM. This is followed in 1988 by a licence agreement with Uruguay and licensed production of underwear and swimwear begins in the German Democratic Republic. The establishment of sales companies in other important markets – among them Canada and New

Zealand – commences a year later.

The return of the waist – bustiers and the body cult. In the early Seventies, Triumph is the first manufacturer to launch a range for sporty women. The company benefits from the experience it gained in this field when the aerobics trend takes off all over the world from 1983. It becomes clear that women actively involved in sports need special bras and Triumph offers the appropriate designs, with secure support and high wearer comfort. The spirit of the time is difficult to grasp; every trend has its own countertrend. The dictates of fashion are no more, the modern woman celebrates the many sides of her nature – and that goes for her clothes as well. Comfortable, cheeky sloggis are easy for every day wear, seductive lingerie sweetens romantic hours and sports bras allow for relaxed jogging. Designers are suddenly transforming fine lingerie into fashionable outer clothing with bodies and bustiers being worn with assurance beneath a blazer. The Eighties are the decade of lingerie, the dream of perfect beauty influences the world of advertising. The demands of female consumers are increasing: bodies, bustiers, tops, bras and panties with a luxurious feel are once again in high demand and Triumph knows how to make every dream come true.

1990

With the purchase of the exclusive French lingerie brand, VALISERE, in 1990, Triumph International expands its portfolio with a luxury segment. The Nineties are above all a decade of continuous expansion in Eastern Europe and on the Asian market (new production facilities are created in Thailand, the People's Republic of China and India). The company opens a Triumph store in Warsaw in 1999. The group grows by 11,000 employees in the Nineties to a total of more than 35,500.

The feel-good decade – longing for the natural. The noise and effusiveness of the Eighties start to die down – the Nineties are a time for understatement. After the years of shrillness, consumers are now longing for something more natural, and this includes textiles. Triumph has already banned unnecessary chemicals from its production in the Seventies. Now, in addition to high-quality, organic cotton, even the hooks and eyes used are nickel-free.

The Nineties are also the decade of contrasts: while shoulder pads are disappearing from ladies' fashions, the push-up bra is flourishing. In Germany, super models Monica Belucci and Naomi Campbell look down proudly and sensuously at observers from three-metre-high advertising billboards. "Für den Körper – für die Sinne" (For the body – for the senses) is the

message. And with it, Triumph finds the spirit of the times: sales of push-ups increase sixfold in Germany as a result of this campaign. Triumph also displays its talent for all that is new in 1998 with the global innovation "Simply Soft": a seamless bra whose fabric adjusts to the figure of the individual wearer as a result of body heat.

2002

Long tradition provides a stable foundation for growth: the Triumph trademark was registered 100 years earlier. The company continues its constant growth into the new millennium and invests in innovative marketing. More Triumph stores are opened in the metropolises and major cities of Europe, serving as brand showcases and providing a sensuous shopping experience for consumers. The Asian involvement is increased further, particularly in India, with sales branches being set up in Mumbai, Chennai, Delhi and Bangalore. These are followed in 2003 by branches in Hyderabad and Calcutta. In Eastern Europe, an ultra-modern Triumph factory is officially opened in Dunaujváros, Hungary, in 2001.

Much longed for – the new millennium. "Dreams on Stage" – the unmatched Triumph fashion show is held in 2001 with 200 shows in 30 Chinese cities. The new millennium is ushered in and

Triumph once again has many innovations to offer: "Lady form" for instance, the first version of which had already been launched in 1998. Mini-mizer bras are the company's response to the desire of a constantly growing group of women who regard their bust as too large. The bras optically reduce the bust by a cup size while still being particularly comfortable to wear. Demand is so high that within the next ten years the range has come to include seven minimizer designs and a corsetette that works in the same way. "Soft Secret" is launched in 2001 and immediately becomes a bestseller. The moulded bra made of opaque microfibres with invisible wires is totally smooth, making it perfect for wearing even under tight tops. Its little sister, "Soft Sensation" arrives in 2005 providing even greater comfort. Then there are the telescope-style wires introduced in 2003 in "Form & Beauty" that ensure maximum comfort of movement.

2011

Triumph celebrates 125 years of creativity, innovation and dedication by continuing to set industry standards in its core competence of best fit, derived from a deep knowledge and understanding of the female body. Following this tradition, Triumph presents a multitude of landmark innovations and exciting new concepts. Triumph's sensational new shape con-

cept fuses highly effective shaping performance with cutting-edge fashion appeal, creating a niche in its own right. Triumph Essence – The Luxury Collection, whose first autumn/winter collection is launched in 2011, represents a new definition of remarkable design, luxurious material and perfect fit.

Triumph finds inspiration for its creations not only from within the company: the "Triumph Inspiration Award", launched in 2008, encourages young hopefuls to make a name for themselves in the fashion industry. The prize is awarded to talented up-and-coming designers from around the world – thus ensuring a fruitful dialogue between the company and young, creative consumers.

Leading the global intimates market, Triumph will continue its global success story, producing and marketing desirable, fashionable and state-of-the-art innovative lingerie and underwear in countries all across the world.

Today

In cooperation with model, photographer and brand ambassador, Helena Christensen, Triumph reveals a stunning new lingerie line in Spring/Summer 2012: "Helena Christensen for Triumph". The sophisticated lingerie, sensuous and delicate yet comfortable to wear, is a great success -

causing the pilot project to become a fruitful ongoing cooperation.

In spring 2013, the Triumph Inspiration Award Team announces a creative break for the competition, thanking all involved participants for five great years of creativity and passion for design. Triumph will continue to support young design talents around the world by sharing experience and business insight.

With its market entrance into the United States of America and Mexico in 2013, Triumph International further increases its global presence. By acquiring two successful lingerie retailers – Journelle (US) and Vicky Form (Mexico) – Triumph expands its presence in these new markets, while additionally announcing plans for growing with controlled Triumph shelf-space in the US. Together with its existing business in Canada, Triumph now has business stakes in all North American markets, continuing its success story with fashionable quality products, supreme fit and excellent service to style seeking consumers.

Forword. Our future has a history.

Success tailor made by Triumph

It was a small barn with just six seamstresses in the German Kingdom of Wuerttemberg where, in 1886, Triumph had its humble beginnings. Already then, those women took great pride in the perfectly fitting and tightly shaping corsets they produced entirely by hand. They were highly skilled and motivated creators and manufacturers – the first true “Makers of Lingerie”.

More than 125 years on, Triumph today is the world’s most international lingerie business. And yet, we remain true to our heritage: Still in the hands of our founding families, we retain the same core principle that has been at the heart of the company since the beginning - constant improvement. It is our claim that we continuously evolve and therefore we are constantly seeking out new directions for our consumers – every day, in every collection and with every member of our staff. We empower women who wear our styles and brands by helping them feel better about themselves, underlining their inner beauty and making them feel self confident.

As a company, Triumph is characterized by a passion for high-quality and fashionable products which is matched by the deep respect for our environment. The regard in which we hold our staff and partners is just as high as our respect for our consumer’s needs and wishes. As a global company we are not only aware of our social responsibilities but we embrace the ecological and cultural challenges of our time. Triumph International follows strict ethical guidelines for all of its international operations.

By bringing Triumph to the United States, we have entered a new phase in our path of international expansion. We look forward to treating the demanding American consumer to the perfect quality and cutting-edge designs that lend our lingerie and shape wear its seductive power: Lingerie that fuses European style and elegance with the latest innovations and loving craftsmanship, resulting in unique masterpieces and iconic styles. It’s been a long way from that little barn in the heart of Europe – and yet, we will not stop at our achievements: Triumph, the “Maker of Lingerie”, will continue to thrive for the best, with all the dedication and passion for quality that our consumers expect and deserve.

Markus Spiesshofer

Roman Braun

Oliver Spiesshofer



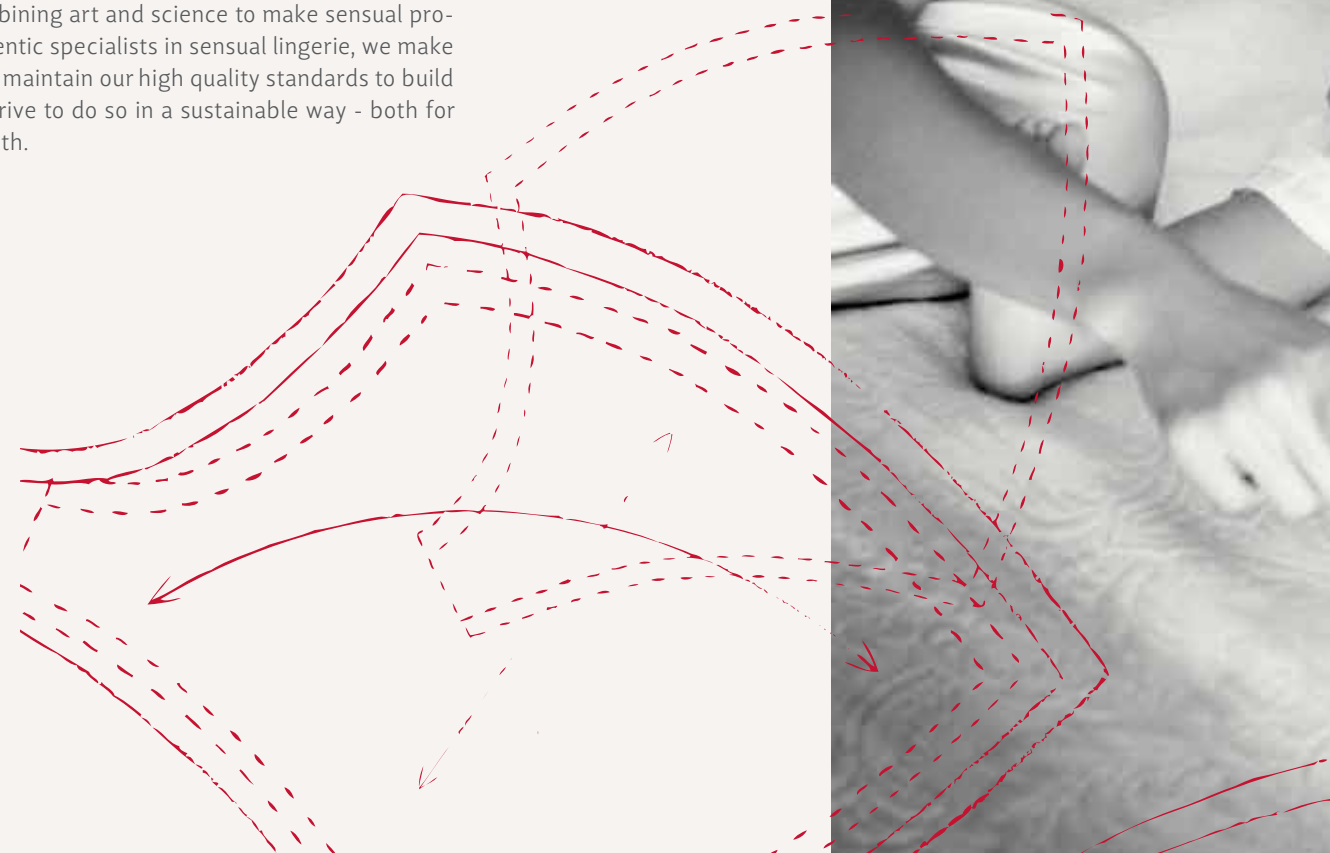
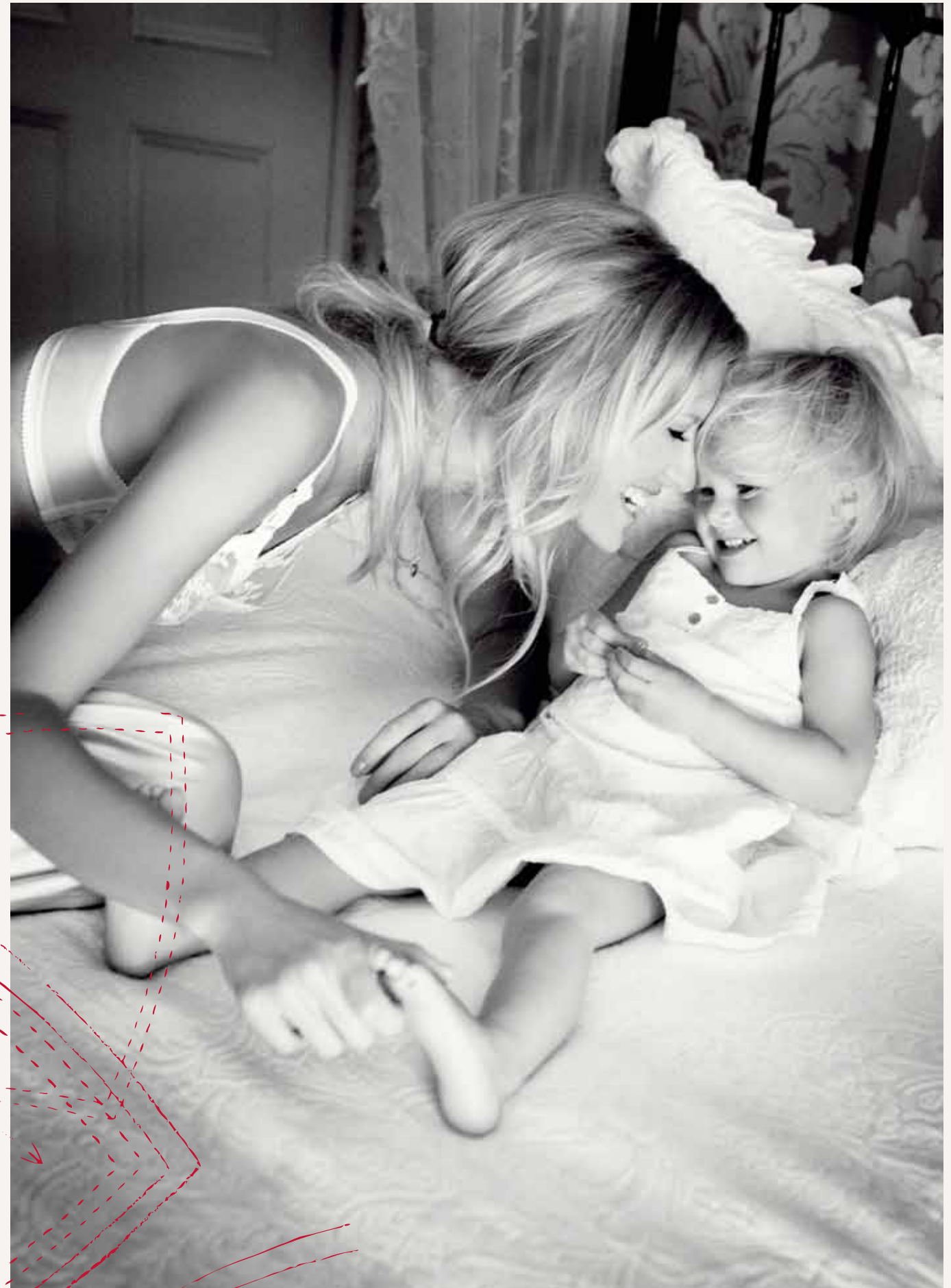
We tailor female confidence

Brand made by Triumph

Triumph is a maker brand. We have been crafting, innovating and creating high quality lingerie for a long time. Our mission, tailoring **female self-confidence**, drives us to enable women independence, their creativity, their ambition and their sensuality. At Triumph we believe in femininity that balances sensuality with substance. We live our values... as they shape who we are.

Everything we do starts with **empathy**, it starts with listening. Connect with and share the feelings of others to build trust and long lasting relationships. Confidence grows with empathy; openness and integrity, helping women discover their inner goddess, through perfectly fitted lingerie.

It is thanks to our **imagination** that pushes us to test the boundaries of what is possible, that we have mastered the capacity of combining art and science to make sensual products that have substance. We are the authentic specialists in sensual lingerie, we make most of our products ourselves by hand; we maintain our high quality standards to build on the trust we have established and we strive to do so in a sustainable way - both for the environment and the people we work with.



A decorative graphic consisting of several overlapping, red dashed lines that form a complex, abstract shape, possibly representing a stylized letter or a geometric pattern. It is located in the upper left quadrant of the page.

Perfect lingerie for every age and body shape

Product made by Triumph

Shape Sensation is designed to work miracles in transforming the female figure. Prints and luscious textured lace designs tuck in the tummy, flatten the bum, lift the bust and trim the thighs in a playful and fashionable way. Thanks to the latest innovative techniques, women can achieve an impressive silhouette that is also luxurious and in vogue.

Celebrate true beauty; celebrate sensuality with **Beauty-Full**, our larger cup collection. Created for all fuller bust women out there, the range includes modern and flattering low-cut pieces as well as imaginative designs that will coax out the inner goddess and tease the imagination.

Adorned with feminine details the **Everyday Body Make-Up** collection excels in craftsmanship and elevates the second skin feel. With innovative techniques that enhance soft sensuality and a range of fashionably flattering styles is an essential must have.

Triumph Luxury Collection is rich with more sensuous and beautifully fitted garments each season. As the pinnacle of Triumph's lingerie collection, Triumph Luxury collection showcases the best of our craftsmanship featuring the most sophisticated laces, captivating embroidery and refined detailing. They thrill the senses and are a true masterpiece in premium lingerie.

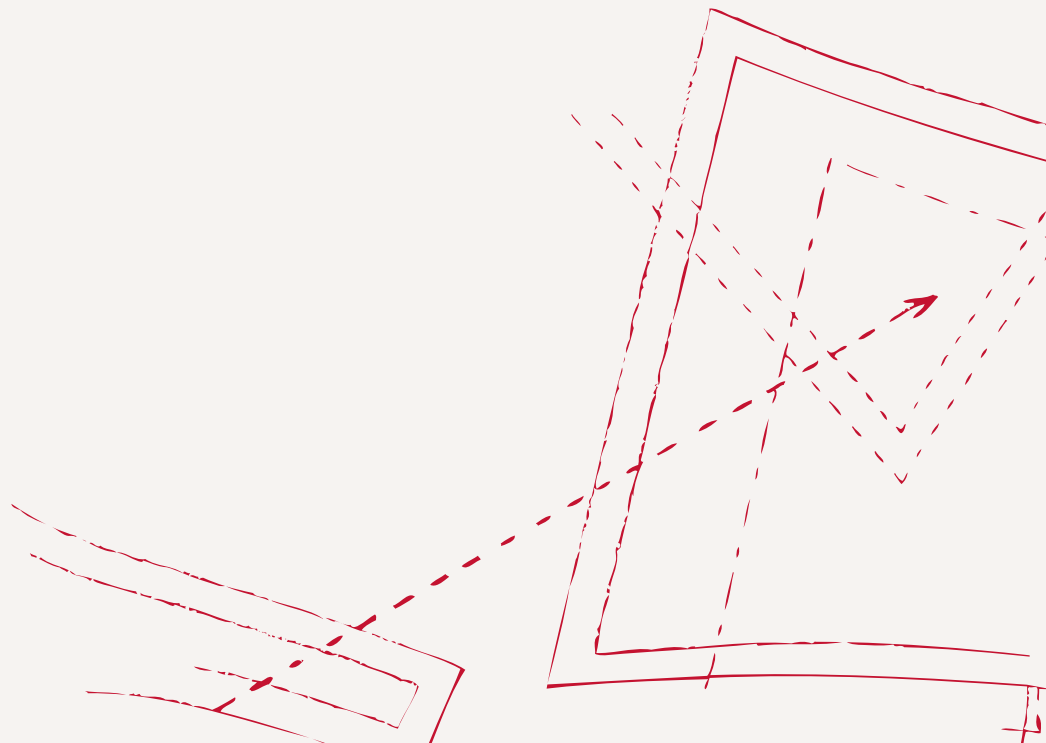


Warm and engaging surroundings in every store

Retail made by Triumph

Developed to reflect the Triumph Brand personality, our concept stores recreate a warm, feminine, authentic and engaging environment where our consumers will be able to breathe the craftsmanship and the European heritage of the brand: clean ceiling, wooden floors, quality fixtures and incredibly curated single pieces will complement the look.

It will be through our trained personel though, the Triumph's Tailoresses, that our guest will discover the lingerie universe and its secrets.



We have a tradition of innovation... and a history of progress.

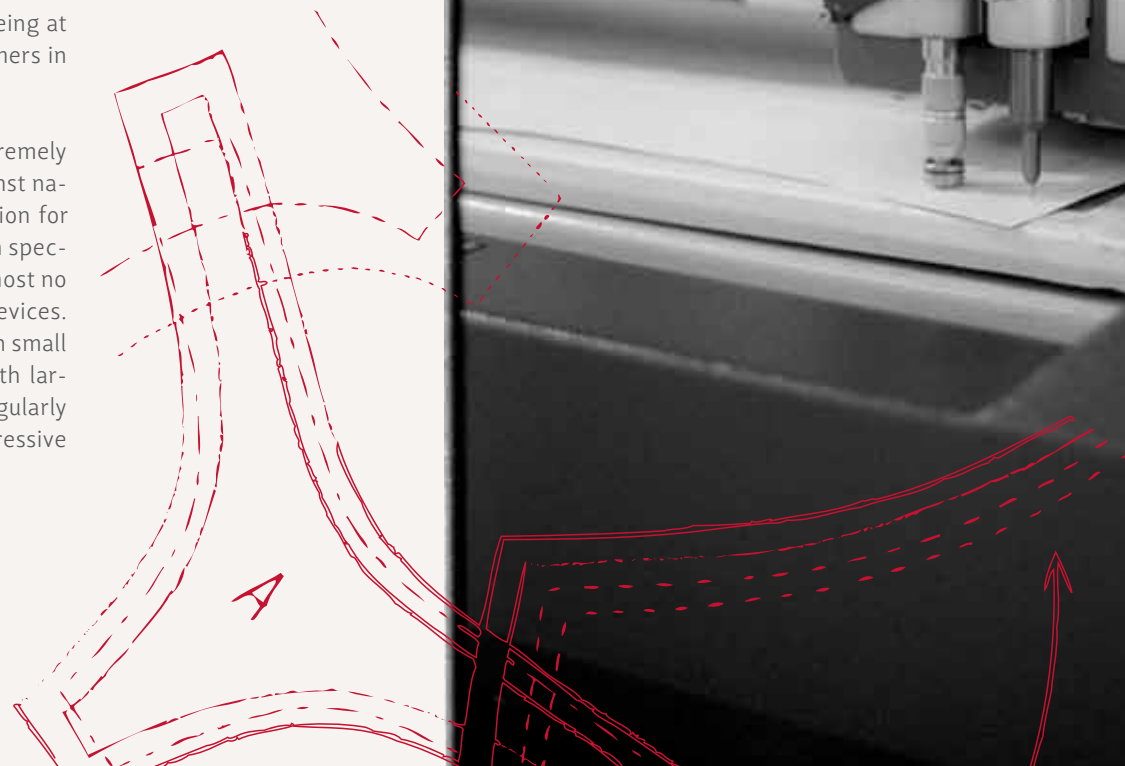
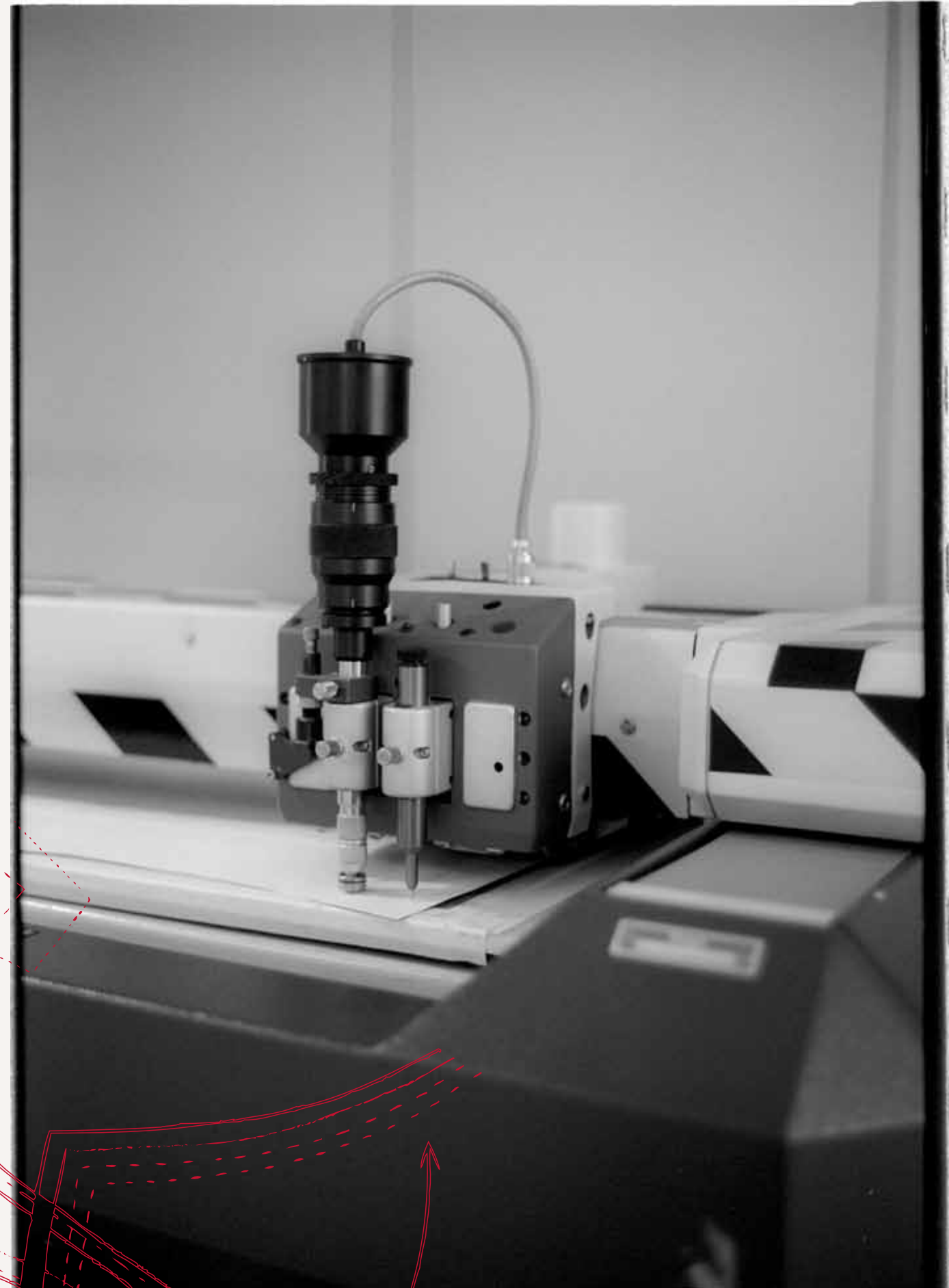
Progress made by Triumph

The business that was known as “Heubacher Miederproduzent” (“Corsetry Mills of Heubach”) in 1886 now bears the name of Triumph International. The company that once existed with six sewing machines and a staff of six now has high-tech production technology, close to 50 subsidiaries serving 120 markets, and over 35,000 employees all over the world.

Triumph continues to make its mark in lingerie history with the same pioneering spirit and quest for new ideas as its founding fathers. Its fashionable designs, attention-to-wearer comfort, manufacturing precision and stringent quality control are unrivalled. This is made possible by controlling all value added processes, from the first design of a piece over its production, largely by hand in our own manufacturing facilities, to its marketing and sales – as such, Triumph is unrivalled in the business as the only true “Maker of Lingerie”.

Traditionally, the company has been ahead of its time with trendsetting communication, visionary product innovations and an international orientation. We enjoy being at the cutting edge and are always thinking of the needs and desires of our consumers in this respect.

Be it the first piece of underwear made entirely without sewing thread, our extremely early launch on the Asian market, the first fashion show to present lingerie against naked skin instead of over body stockings, or the first global inspiration competition for students of lingerie design... again and again, Triumph catches the attention with spectacular new product developments, including the first cotton underwear with almost no wash shrinkage, or sports bras with optionally integrated pulse measurement devices. It was also Triumph that took out a patent on telescope-style bra wires fitted with small metal springs that ensure complete comfort of movement even for women with large busts. And so it continues: Triumph’s track record of patent applications regularly places the company among the top tier in the intimate apparel industry – impressive evidence of our innovative strength.



*We take ideas and
make them wearable.*

Creativity made by Triumph

Ideas are our tools. They are the key to our success and at the heart of our brands. We develop collections, each with its own strong and distinctive identity, for all our brands. Marketable designs grow from the most creative ideas, embodying a unique mix of fashion, quality and comfort.

Our design teams in Europe and Asia pick up global trends in fashion, art, culture and lifestyle and integrate these impulses into the workable and wearable concepts which form the basis of every collection.

Of course we don't stop at the design either. Our textile engineers are also constantly following current changes in our lifestyle, as well as shifts in environmental influences, in their development work.

That's why our research and development centers in Hong Kong, Austria and Germany have acquired an excellent international reputation as high-tech textile innovation sites. For example, in collaboration with major technology partners, they have developed swimsuits with solar cell collectors that convert sunlight into energy for charging mobile electronic devices, or functional sports bras that ensure optimum stability combined with maximum wear comfort.



A team is more than the sum of its workers.

Teamwork made by Triumph

Our employees understand their craft – they are the true “Makers of Lingerie”. With personal commitment and extraordinary engagement, it is their daily effort that guarantees our leading position on the international market. Not only is our corporate culture characterized by dialogue and mutual respect, but also by high levels of efficiency. Flat hierarchies and lively exchanges are the distinguishing features of our imaginative company. We learn something new every day and that is why Triumph demands and supports the continuing development of its staff as well – regardless of their position or their location.

Responsibility towards our employees has been paramount for Triumph since our creation in 1886. While globalised markets today provide both opportunities and challenges unheard of only a few decades ago, Triumph remains the only major in-house manufacturer in the intimate apparel business today, providing work to over 35,000 employees all over the world. Even in difficult times, the company has worked on being a long-term and reliable employer, thus living up to its high ethical guidelines. Our socially exemplary workplaces sustainably support economic development in disadvantaged regions. Our Code of Conduct ensures safe and modern working conditions in our production facilities worldwide. And we expect our suppliers, licensees and other business partners not only to recognize this Code but also to comply with it consistently.



Noblesse oblige – there is more to us than fashion and business success.

Responsibility made by Triumph

We at Triumph firmly believe that as a corporation we have a responsibility towards what we affect with our actions, and that goes beyond delivering our business goals. In our endeavor for sustainable and profitable growth we commit to conduct our global business legally and in a responsible and sustainable manner that is ethically sound and concerned with the welfare of our people, our communities, our stakeholders, and the environment.

In our pursuit of this commitment, our actions are led by the responsibility to include stakeholder interests in our decision-making and to ensure that good and ethical practices are observed. Through stringent governance and compliance standards we ensure that we apply this commitment and manage any risks that would undermine our responsibility, sustainability or the achievement of company objectives.

Triumph undertakes many different activities to put our commitment and our engagement into practice. One of them is Triumph's active participating in the Business Social Compliance Initiative (BSCI), a reputable and well-established system for improving working conditions across our supply chain. BSCI unites over 1,000 companies around one common Code of Conduct with the aim to build an ethical supply chain with a step-by-step, development-oriented system.

Our commitment is consistent with our values and principles of honesty, integrity and respect for others. Our culture of continuous learning and improvement, our effective organizational structure and thorough communication will enable us to monitor and control our behavior to ensure a sustainable legacy for future generations.



Our greatest success to date: we have happy customers in over 120 countries.

International image tailored by Triumph



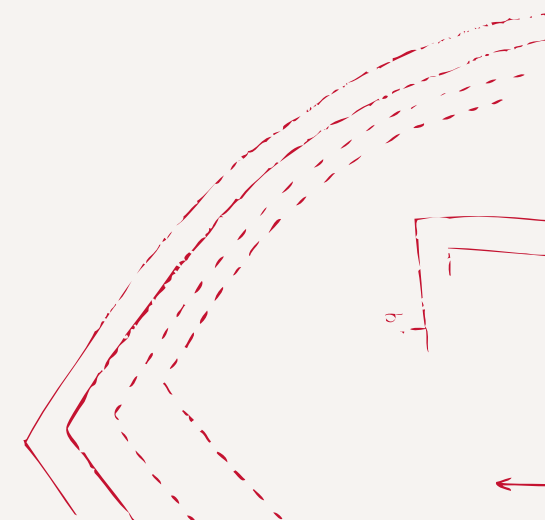
It's strange but true – we only really became XL as a result of size XS.

Expansion made by Triumph

Triumph went overseas as early as the 1960s with its first Asian branch in Hong Kong. Within a few years this was followed by branches in Malaysia and Singapore among others, and in Japan the company soon became one of the three leading manufacturers of intimate apparel.

The late 1960s saw our foray into the first American markets: subsidiaries, production facilities and sales organizations were created in Argentina, Brazil, and Chile. Canada followed in 1989 as the first North American market, paving the way for Triumph's market entries into the United States of America and Mexico, both in 2012.

The key to our success lies in the fact that, right from the start, we have met regional requirements by developing and manufacturing collections whose cut, sizes, designs and materials answer local desires and needs. For instance, it was our company that introduced the Maximizer bra to Asian markets, an innovative padded bra that is extremely popular there even today. A more recent product launch has also proved to be a sales hit with millions of items sold: the totally seamless One Piece bra shapes the figure almost invisibly, even under skintight clothes and T-shirts. Equally popular is the Party Bra collection, an assortment of styles that represent a fusion of underwear and outerwear. To this day, Triumph remains the only European brand that produces intimate apparel specifically designed and tailored to suit Asian men and women.



Only the best succeeds with us – and that’s the way it’s been for 125 years.

Future made by Triumph

Since 1886, Triumph has been passionately devoted to beautifully tailored fashion, groundbreaking innovations and the outstanding fit of its products. And our faith in good ideas, fascinating designs and innovation ensures that we will continue along this route. We will keep exploring while remaining true to our values. Our consumers will always be at the heart of all our activities. En route, we aim to increase our specialist expertise, refine collections and constantly engage our outstanding staff to live up to their aspiration as “The Makers of Lingerie”.

We will continue to commit to creativity and quality in order to realize breathtaking collections for all our international brands – Triumph, sloggi, HOM and VALISERE. In addition, we will strive to provide our consumers the sales routes and service they rightfully expect and deserve of Triumph. Buying our products should continue to be an experience, just as our underwear should inspire our consumers like no other brand. You will always be able to expect more from us: stores which present our brands in a lively and sensuous manner and convey our passion for lingerie and beachwear; services that meet the requirements of business partners and end consumers in a way that is both sensitive and flexible.

The market will continue to welcome Triumph as a pioneer. We know that quality and passion are the most important ingredients. And that is why we will continue to work towards fulfilling our role as a global market leader in the future as we do today. We move forward with values that have always been compelling: a passion for the ultimate fit, the desire to constantly delight our consumers, and respect for both humankind and nature.



