

#recordyear

2021 TO BE A RECORD YEAR FOR TEDDY STORE NETWORK DEVELOPMENT, DESPITE THE PANDEMIC.

THE RAPID GROWTH OF THE CORPORATE GROUP LED TO 120 NEW STORE OPENINGS THROUGHOUT THE YEAR COMPARED TO THE 94 ORIGINALLY PLANNED.

- **The Rimini-based corporate group that manages Terranova, Calliope and Rinascimento brands is able to steer a straight course and looks forward to a constant growth in the long term.**
- **Teddy brought forth a truly worldwide expansion, from Austria to Philippines.**
- **Teddy brands were back in some countries they had been forced to leave due to wars or currency issues.**

Rimini, January 20th, 2022 - Gruppo Teddy, one of the main players in the international fast fashion market, ends 2021 with a **record figure for the development of the points of sale** of its brands Terranova, Calliope and Rinascimento.

The new store openings totaled **a number of 120**, compared to the 94 openings originally planned, in **21 countries** all over the world.

2021 was a real “global” year for Teddy expansion, which included, besides Italy, countries like **Austria, Greece, Bulgaria, Poland, Czech Republic**, moving to Northern Africa with **Morocco** and to Middle East with **Saudi Arabia and Kuwait**, to **Russia** and **Mongolia** and to the Far East to **Philippines**.

A highly important fact was the corporate group could make it back into markets like **Egypt, Jordan, Armenia and Kazakhstan**, which it had to leave because of wars and inflation. It is a sign the brands’ identity and perception are strong in those places and franchisees kept on trusting their partnership with Teddy.

One of the drives for the growth of Teddy brands is the certainty shoppers are back in stores after each wave (65% of Italians wish to go back shopping in the stores), even in a year still marked by restrictions and store closures both in Italy and abroad.

Teddy especially trusted its people and organization, feeling the pandemic would not undermine the sound foundations of the company, which was therefore **ready to recover a development path** with a renovated dynamism.

Teddy S.p.A.
Via Coriano, 58 - Grosirimini Blocco 97
47924 Rimini (RN) Italia
T +39 0541 301411 - F +39 0541 383430

Filiale ingresso
Centergross Bologna - Via dei Lanaioli
Blocco 4 - 40050 Funo d'Argelato (BO) Italia
T +39 051 8658800 - F +39 051 8658880

Partita IVA 00953910403
Capitale Sociale 50.000.000 di Euro i.v.
Iscrizione Registro delle Imprese di Rimini
n. 00953910403

teddy.it



TERRANOVA

RINASCIMENTO

CALLIOPE

Kitana

QB
24

*“We wanted to trust two essential elements of our corporate culture: the customer-driven approach and the shared entrepreneurship, which allowed us to go beyond the goals we had set”, commented **Teddy Development Head Manager, Pierluigi Marinelli.***

“At the same time, we adopted a tactical approach that makes us be highly keen on grabbing any unexpected opportunity. However, such a result is mainly due to the sound relations with local business partners we have built over the years, which proved to be stronger than the pandemic storm”, concluded Marinelli.

With regard to the brands, **Terranova** and **Calliope** kept their promise to open several stores to **consolidate their presence** in markets where they are already operating.

Terranova, who led the international development, could rely on its flexibility, which allowed the brand to play on the **modularity of stores’ size** and on the **different types of locations.**

Calliope **focused on its development in Italy**, which was its main goal, but it also approached several foreign markets, mainly in Eastern Europe.

The identity the brand is consolidating, the Italian style contaminated by international trends, and the variety in the collections it can offer proved to be the trump card for a steady growth.

In 2021 **Rinascimento** exceeded the number of 100 stores opened, thanks to the franchising format “on a sale-or-return basis” and the agile formula called “Fits you”, which is based on the close collaboration with our franchisees and the opportunity to open small stores with a smaller investment.

*2° Confimprese-Censis Report on retail in Italy - October 2021.

GRUPPO TEDDY

Teddy Corporate Group is a company able to compete in the world fast fashion market thanks to its consolidated sales exceeding half a billion Euros (621 million euros, data referring to 2019). In addition to the retail brands Terranova and Calliope, the corporate group sells Rinascimento, Kitana and QB 24 brands and operates through its retail sales network (flagships) and wholesale network (wholesale stores) in more than 90 countries in the world. Teddy was founded in 1961 in Rimini and has been pursuing its Dream for over 50 years, the dream of building “a large and global company that earns enough money to create jobs and to use a part of the net profits to help charities operating in Italy and abroad” (Vittorio Tadei, founder of Gruppo Teddy).

Teddy S.p.A.
Via Coriano, 58 - Grosirimini Blocco 97
47924 Rimini (RN) Italia
T +39 0541 301411 - F +39 0541 383430

Filiale ingrosso
Centergross Bologna - Via dei Lanaioli
Blocco 4 - 40050 Funo d'Argelato (BO) Italia
T +39 051 8658800 - F +39 051 8658880

Partita IVA 00953910403
Capitale Sociale 50.000.000 di Euro i.v.
Iscrizione Registro delle Imprese di Rimini
n. 00953910403

teddy.it



TERRANOVA

RINASCIMENTO

CALLIOPE

Kitana

QB
24