

# DEBRANET AND OBSESSIVE ENTER INTO A DISTRIBUTION PARTNERSHIP

>>> Debranet's market leader position in Central and Eastern Europe and financial stability ensure a constant improvement in all areas, so that they can add fancy brands to their assortment from time to time – and Obsessive is definitely one of them!

Zoltan Body, CEO of Debranet, is very excited about the partnership: "After a long negotiation period between our companies we have started a long-term cooperation that is considered a win-win collaboration based on shared values. Our company is growing dynamically year by year and we have many years of experience in the sector that is interesting for Obsessive in terms of market development." Also, Karol Machernzynski, Regional Sales Director at Obsessive in Europe, is looking forward to the cooperation: "If you don't know Obsessive yet, we have to change it quickly! Obsessive lingerie includes 527 different products and you can buy them in over 60 countries! And Debranet now carries 99 % of the product range."

## WHO IS OBSESSIVE?

Obsessive is a sexy lingerie brand that has been on the market for over 13 years. This brand is mostly bought by couples who are in love and are cheerful and creative. But the Obsessive offer includes way more than just lingerie items. Obsessive brings positive emotions and a message for couples: together is better. It shows how to fight against boredom and routine in the relationship. It's a colourful and joyful brand, full of humorous communication and playfulness.

## WHAT DOES OBSESSIVE OFFER?

The products are divided into lines – according to different designs and piquancy levels. Thanks to this, retailers can quickly find items that will look great in their store and on their customers! The three lines red Sexy, pink Spicy and purple Fun show the piquancy level – from very subtle products to the hottest and humorous ones! The Obsessive lingerie collection includes sexy, classic chemises, slightly loose baby-dolls, sets with or without garter belts and corsets that emphasise feminine curves. Furthermore, they offer sensual peignoirs, spicy teddies and tempting, knitted body-stockings and teddies. The smallest (but the funniest) category – erotic costumes – is ruled by naughty schoolgirls, frivolous maids and uniformed services. Since the brand is not only in love lingerie, some time ago they started thinking about special accessories, such as crops and whips, stockings and many other items! Even if one puts the wonderful sexy lingerie on, love is all about chemistry. So, they have created special cosmetics with added pheromones. Among these special items one can find: sensual perfumes, massage oils and bath bombs. They are available in three amazing scent types – Sexy, Spicy, Fun!



*The sexy lingerie brand Obsessive has been on the market for over 13 years*

## WHAT ELSE DO BOTH COMPANIES PROVIDE FOR THEIR PARTNERS?

They both offer a number of activities supporting the introduction of the brand as well as maintaining and developing the product portfolio of partners. They have at their disposal online platforms that allow them to place orders quickly and simply, and with the help of Obsessive, at the same time they provide full top-quality content and POS support dedicated to both stationary stores and online shops. Their proven logistics systems speed up and improves delivery to customers.



*Debranet's CEO Zoltan Body receiving the Sign Award for Best Business Strategy*



*Karol Machernzynski, Regional Sales Director at Obsessive in Europe*

CONTACT

DEBRANET

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