

ARMAND THIÉRY

“Our stores represent our best sales tool”



Specialising in ladies’ and gentlemen’s clothing, Armand Thiéry reports healthy growth and opens around forty new stores per year. Its strengths include strategic locations and own brands.

Our ambition for 2012 is to maintain the number of new stores that we open every year in France and the Benelux countries,” says Rodolphe Deveaux, CEO of Armand Thiéry since September 2009. Established in 1841, the specialist ladies’ and gentlemen’s brand is characterised by development and dynamism, which can also be seen in its 34-year old boss. For the latter, the key to development lies in stores, which are “our best sales tool and source of advertising,” he emphasises before adding: “my objective is to ensure that customers walking into our stores find complete satisfaction. Obviously, this includes product quality and prices, on which we place high demands.”

When the Deveaux family - the great textile dynasty from Roanne in the south-east of France - bought the brand in 1995, it immediately set about preparing for its relaunch. It opened new points of sale, including its 400th store in 2009. In particular, it established own brands as a way of cutting prices. The Armand Thiéry brand collections, which stand for high quality at low prices, rapidly won over customers.

The story of a brand

- **1841:** Opening of the first Thiéry Frères brand store, in Saint Ghislain, Belgium, which sold bed linen and clothing.
- **1963:** Birth of the Armand Thiéry brand.
- **1995:** Brand sold to the Deveaux family, which had been involved in textiles for 3 generations in the Rhône-Alpes region.
- **1996:** Opening of the first two Ladies Armand Thiéry stores.
- **2007:** Creation of “Toscane” for larger ladies.
- **Septembre 2009:** Rodolphe Deveaux becomes CEO of the brand.

In 2010, Armand Thiéry consists of:

1 head office in Levallois-Perret (Paris region)

400 stores in France and the Benelux
countries

2,000 employees

Approx. 500 million Euros
turnover

Armand Thiéry: Logistics in figures

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(% % % % bhjg)

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%, % abeadnhlgdjh

operatives, order preparers, receiving team,
dispatchers, inventory managers).

First formed in 1998, the partnership between Armand Thiéry and Norbert Dentressangle developed and flourished in line with the sustained growth of the brand.

The logistics partner first took charge of order receiving, storage, order preparation and dispatch operations for the Ladies collections at the Croissy Beaubourg depot (Paris region).

In 2002, the opening and management of a second warehouse in Croissy Beaubourg for ladies' boxed garments were entrusted to Norbert Dentressangle, together with the integration of an automated system. In 2003, the warehouse for hanging garments was automated and has been used for men's hanging garments since 2004.

In 2006, a fully automated depot dedicated to ladies' hanging garments was opened in Roissy en Brie. In 2007, the men's boxed garments activity - still processed by Armand Thiéry - was entrusted to Norbert Dentressangle.

Combining anticipation and development, Armand Thiéry's visions of logistics forms an integral part of its operations, based on its solid partnership with Norbert Dentressangle.