



**F A L K E**  
GERMANY 1895

**F A L K E**  
ERGONOMIC  
SPORT SYSTEM

 **Burlington**

## **The Oberalp Group obtains exclusive distribution rights of the brands FALKE and Burlington for the Italian market**

**23 November 2020 - The Oberalp Group will take over the distribution of FALKE and Burlington for the Italian market from January 2021. This will increase the number of the brands distributed by Oberalp from seven to nine. *"Among all the requests we receive, we have chosen these two brands because they share our values and approach: a family management, a strong connection to tradition and a focus on quality"*, says Christoph Engl, CEO of the Oberalp Group.**

Over the last few years, the Oberalp Group has established itself as a valuable partner for the distribution and retailing of sports and fashion goods of leading international brands. FALKE and Burlington have also built up an excellent reputation in Europe, mainly thanks to their high-quality standards. *"We see a great development potential for these historic brands in Italy"*, says Stefano Bovolon, Business Unit Director Distribution at Oberalp.

With FALKE, a traditional but strongly innovation-oriented brand for sports and leisurewear, and Burlington, leader in the production of high-quality socks, the Oberalp Group not only expands its portfolio in the sports industry, but also continues to establish itself in the fashion segment. *"We are very pleased with this partnership"*, says Stefano Bovolon and highlights: *"FALKE and Burlington are leading traditional brands, which fit very well into our premium brands portfolio. Thanks to our decades of experience and know-how in the sports retail sector, we are convinced that we can offer an important added value for the Italian market. Furthermore, having acquired the distribution outside the Italian territory for some of our partner brands, we do not exclude the possibility of taking responsibility of the distribution of FALKE and Burlington for other European countries in the future"*.

The new partnership follows the successful concept of the Oberalp Group, which has proved its worth since the company was founded by Heiner Oberrauch: a clear positioning, an independent marketing strategy tailored to the needs of the individual brands and markets, as well as a flexible and efficient sales structure that allows to achieve important results with the partners.

## **OBERALP GROUP**

The Oberalp Group is a family-owned company based in Bolzano, a city located in northern Italy. Heiner Oberrauch founded the company in 1981 and today the Group employs around 700 people. In addition to the development and production of mountain sports products under its own brands, the company also operates as a distribution partner for internationally renowned sports brands. The SALEWA brand, originally from Munich, has been part of the Oberalp Group since 1990. Over the years, the brands DYNAFIT, POMOCA, WILD COUNTRY and, more recently, EVOLV have joined the company's portfolio. From 2022, the Group will launch LAMUNT on the market, the new mountain brand created by women for women. The family-owned company shows its courage to open new horizons and to propose continuous innovation of products, processes and thinking. Awareness and sensitivity towards the environment combined with the strong passion for sports and the mountains are the basis of the company's culture. Since 2018, Oberalp's sustainability report "Contribute" has been published annually together with the financial statements. For the fourth year in a row, the company is the only one in Italy to be awarded the "Leader" status by the NGO "Fair Wear Foundation". [www.oberalp.com](http://www.oberalp.com)

## **FALKE**

Details make first-class products stand out from the rest. For 125 years, the family business FALKE has stood for fashionable clothing made of high-quality materials, processed with perfect craftsmanship and love for details. New ideas together with years of experience lead to stockings and clothing of extraordinary quality and contemporary designs. More than 3,000 employees work every day with the aim of producing first-class products which customers enjoy to wear. FALKE produces modern clothing and accessories that are designed to match people's lifestyle, their very personal culture and needs.

[www.falke.com](http://www.falke.com)

## **BURLINGTON**

Burlington has been part of the FALKE Group as an independent brand since 2008. With its creativity, Burlington stands for people with a young lifestyle who want to express their individuality. Thanks to the one-size-fits-all concept, Burlington stockings are the ideal gifts.

[www.burlington.de/it\\_it/](http://www.burlington.de/it_it/)

### **Contatti per la stampa**

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