

INTERVIEW WITH ROMAN MUEHLMEIER

THE TRUE POWER OF CO-BRANDING

Revealing „The Secret behind Her Secret.“

Schwarzenbach, Germany 5 PM. We are at the headquarters of MUEHLMEIER Bodyshaping, beautifully situated between the green hills of Northern Bavaria. Mr. Muehlmeier - just arriving from a meeting in Milano, Italy - is shortly briefed by his managers with the latest developments at the headquarters.

Although the agenda of the CEO and owner still shows a lot To Do's, Mr. Muehlmeier grabs his cup of coffee asking us to come in for a few questions.

Mr. Muehlmeier. You told us, that today, you will reveal „The Secret behind Her Secret“, the claim of your new campaign. We are so curious.

Yes, that's right. This is actually a secret, I love to tell you. But I must admit, that „The Secret behind Her Secret“ is not just another campaign. It's an idea, a big idea, that is built upon a sophisticated communications strategy, from which our partners can profit over all.

Sounds like exciting news. Are you ready to bring out the details to our readers?

„The Secret behind Her Secret“ is the first serious attempt to leverage the meaning of bra-cups beyond the traditional thinking of fashion and functionality. We will show the people the reason why a perfect bra-cup is not just good looking but also providing a unique great feeling. **The combination of a beautiful, sexy bra and a great feeling of comfort gives women all around the globe this special self-confidence you can see and feel.** This charisma makes the difference. Remember, chances are, that you will never see or know what kind of lingerie a woman wears - it is her secret - but you will sense this special presence. And this is finally „The Secret behind her Secret“.

So the true secret lies in the Bra-Cup?

Not only, for sure. It is the combination of what appeals to the female's fashion

style and the perfect, comfortable feel of wearing the bra. This emphasizes her sexyness - consciously or unconsciously. So it is not only the look, but also the feel of the bra.

Ok, look and feel complement to something better. But are women aware of the importance of a good Bra-Cup?

Of course. They know what's good for them. They feel it. But you are right - they might not know about the importance of the Bra-Cup and its components. And this is our mission. Our aim - as a leading components' brand in the market - is the development and distribution of the best Bra-Cups to our brand partners. They know they can count on us. They know, what the name MUEHLMEIER stands for. So it is more than logical, that we want to tell this to the lady at the place of purchase too. If a woman likes the style of a Bra-Cup, the MUEHLMEIER brand should become a promise for a long lasting perfect feeling.



MR. MUEHLMEIER AT HIS OFFICE IN SCHWARZENBACH, GERMANY. HE IS A STRONG BELIEVER IN THE BENEFITS OF PROFESSIONAL BRANDING.

Therefore the MUEHLMEIER brand must become more visible to the consumers, right?

You are right. „The Secret behind Her Secret“ is our starting point promoting our brand to consumers. We already launched a first series of creative ads, that highlight the meaning of good Bra-Cups and raise awareness for MUEHLMEIER Bodyshaping around the world.

That is a big effort for a brand with products, that consumers can not see at first sight.

It truly is. But the key for this is Co-Branding. It is all about putting the right things together. As you know, a good bra combines good look and perfect feel. Our partners are the best out there, providing women with the most fashionable and elegant lingerie imaginable. And it is our job to add the most comfortable feel available to their products. So together, we can reach for some-

thing more, something great. This is the true power of professional Co-Branding. Two strong partners complementing to something bigger.

This sounds very logical. But isn't it hard to convince „Fashion Brands“ to cooperate with a supplier in questions of communication and brand building.

It's definitely not easy. But they know the quality of our products and they respect our marketing efforts over the last years.

They know that we are always surfing on the edge of new trends. They know, that we adopt early to upcoming market demands - whether its the fashion shapes, the product development, the marketing or logistics side. The success of our partner's products is our success. That determines our thinking

within the whole company. And we all know, only strong brands will survive and bypass the competition focused only on pricing. Together we are stronger, that's my deep conviction.

Mr. Muehlmeier, thanks a lot for this interview.

It is my pleasure.

„THIS IS THE TRUE POWER OF PROFESSIONAL CO-BRANDING. TWO STRONG PARTNERS COMPLEMENTING TO SOMETHING BIGGER.“