

# HANRO

## COMPANY INFORMATION

HANRO produces high quality daywear, nightwear, and loungewear for men and women and is the world's leading premium brand in its segment. The company was established in 1884 in the Swiss town of Liestal by Albert HANdschin and Carl RONus and since then has stood for luxurious understatement, highest quality, and timeless style.

High-quality fabrics and elaborate craftsmanship are the cornerstones of the brand. HANRO stands for passion for products - in each and every step of the process. Advanced knitting technology - such as seam-free knitted finishes - and exclusive refining processes such as soft mercerization turn high-quality natural fibers made from cotton, silk, merino wool, and cashmere into luxury materials. With the addition of French lace or Swiss embroidery, unique garments are created with exceptional comfort and wearability. HANRO is quality you can feel on your skin.

HANRO products are 'Made in Europe'. The majority of the materials comes from the in-house production in Vorarlberg. Assembly takes place in the in-house factory in Portugal.

HANRO provides indispensable lingerie basics, such as our 'Cotton Seamless' top, a must-have item featured in the film 'Eyes Wide Shut'. The collection has been consistently developed over a number of years and boasts versatile products that can be combined for a modern look thanks to a well thought-out product mix strategy. Outfits that make you feel good - 24 hours a day - whether at home, in the city, in the office, or for going out.

In 1991, HANRO became part of the Austrian Huber Group with its headquarters in Götzis/Vorarlberg. Today the company can be found in the finest shopping destinations in almost 50 countries around the world: Harrods in London, Saks Fifth Avenue or Barneys in New York, KaDeWe in Berlin, Le Bon Marché in Paris, or La Rinascente in Milan. The highest sales by country are in the United States, followed by Switzerland, Germany, United Kingdom, France, Austria, and Japan.

HANRO has 13 of its own shops worldwide, including in New York, Beverly Hills, Dubai, London, Moscow, Amsterdam, Rome, Munich, Vienna, Gstaad, and at the airport in Zurich.

# HANRO

HANRO has an extremely loyal clientele and that loyalty is often passed on from generation to generation. Film stars, designers, stylists, models, artists, and lovers of quality all over the world have prized the brand for many decades. Marilyn Monroe wore undergarments from HANRO in the famous subway grate scene in "The Seven Year Itch", and more recently Dakota Johnson in the film '50 Shades of Grey'.

In 2016, HANRO won "Designer of the Year" at the Salon International de la Lingerie Paris, the world's largest and most important lingerie trade show.

For more information about HANRO visit

**[www.hanro.com](http://www.hanro.com)**

---

## CONTACT

Julia Nußbaum | HANRO International GmbH  
+43 5523 505 6735 | [press@hanro.com](mailto:press@hanro.com) | [hanro.com](http://hanro.com)