



The Essence of Our Brand

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Dear Business Partners, Dear MILESTONE Team,

Creating “perfect jackets for self-assured people”: that is MILESTONE’s purpose. In this context, we might well ask ourselves what exactly characterises a self-assured person. We believe that self-assured people understand themselves, have confidence in themselves, and are independent. They clearly define their own values, goals and convictions and act in accordance with these. A self-assured person is aware of his or her own identity.

Individual identity is formed by a unique combination of different features. And the same holds true for brand identities, which are the sum total of various qualities. The Brand Book you are now holding presents the elements that define MILESTONE, lend character to our brand and make it original, unique and unmistakable.

This Brand Book outlines the essence of the brand and the core values for which MILESTONE stands. These determine how we act and by how we measure our products. It also provides information about our vision, our mission, and our purpose. The Brand Book looks into our origins and history. It also offers insight into our company, our headquarters in Lenting in Upper Bavaria, our design and production processes, our product world, and essentials.

The Brand Book provides a central point of reference for all those who are associated with our brand and who work with our products. It provides information and offers guidance.

So why not find out more about our brand, its background and its connections, and dive into the details? We hope you enjoy reading our Brand Book and look forward to working with you to further raise for the profile of the MILESTONE brand.

Be MILESTONE. Own Your Style.



Dedicated to unique jackets. Since 1994.


Gerhard Bauer
Managing Director


Gerrit Schweisfurth
Managing Director

85

employees
worldwide



MILESTONE operates with around 85 employees in 25 countries in Europe and North America. Here, the products offered by the fashion label are available at around 3,000 points of sale. To expand its presence at the point of sale, the company works with a global network of more than 30 distribution agencies.

MILESTONE relies on an extensive portfolio of unique designs. These are created at its headquarters in Lenting in Upper Bavaria. On average, up to 140 sketches are produced during the process of developing a collection. These bear witness to the creativity and dedication of the design department and result in up to 30 models per collection. And MILESTONE unveils four new collections a year – for women and men.

1994

foundation of
company in Lenting

25+

countries in which
MILESTONE is present

350,000

jackets produced
each year



In manufacturing its leather and textile jackets, MILESTONE works with longstanding partners in Asia. To produce its leather jackets, the fashion label maintains partnership-based relationships with eight owner-run companies in India and Pakistan. For its textile jackets, it works together with certified companies in China, Vietnam and Myanmar. Each year, 350,000 jackets leave production and each one of them meets the high quality standards set by MILESTONE.

3,000

points
of sale

550 metres

of yarn per
textile jacket

BRAND STEERING WHEEL

When defining a brand in strategic terms, the “brand steering wheel” offers a simple but effective way of defining and visualising the identity of the brand.



In the three rings tapering inwards, the formative and characteristic features which the brand represents are listed – from a central core in the middle to a total of 25 brand attributes in the outer rim. MILESTONE’s brand steering wheel has been designed with Aaker in mind. By analogy with the company’s brand logo, however, it takes the form of a pentagon.

The centre of the pentagon is the brand core: sovereignty. This is the essence of the brand. The brand core describes the benefit which the brand fulfils and which is anchored in its strategic competence. At the same time, it is the umbrella term for five brand values which represent our basic convictions. These are presented in the middle ring. Each of the brand values is in turn specified in five further attributes. The 25 brand attributes in total flank the outer edges of the pentagon.

BRAND CORE

Sovereignty

People who wear MILESTONE
take charge of their lives.

They are independent
and do not seek
to copy others.

They are immune
to passing trends.

They are their
unique self.



They make their own decisions
and follow their own path.
They feel good about this.

And secure in
their jackets and
their compartment.

To wear MILESTONE
is to show self-awareness
and to communicate
strength and confidence.

It is the epitome of sovereignty.

PERFECTION
EXPERTISE
INNOVATION
FASCINATION
SPECIALISATION
CRAFTSMANSHIP

Fascinated by our craft for more than 30 years

PERFECTION

We have been specialists in designing, producing and selling jackets for more than 30 years. These decades of experience are reflected in our unmistakable expertise. Fascination for our craft, the skills within our team, and the innovative production technologies we use – these factors come together to guarantee the perfection of our collections.



**Committed to
quality – every day,
and in every jacket**

**ASPIRATION
CARE
AWARENESS
SELECTION
RELIABILITY
QUALITY**



ASPIRATION

We set high standards for the materials we use and the end products we create. We select each individual component with immense care and awareness. We attach great value to using environmentally and socially responsible materials. In our supply chain, we work with reliable partners and build long-term relationships with them. All this reflects our unwavering commitment to quality – every day, and in every jacket.

CLARITY
FUNCTIONALITY
WELLBEING
ELEGANCE
SPORTINESS
MODERNITY

CLARITY

At core, our jackets meet the fundamental need for safety and comfort. They create a sense of wellbeing. Beyond this, our collections are clear and modern in their appearance. Our jackets are functional and perfect for any occasion – from sporty looks to elegant outfits.

Our collections meet the need for comfort



EXPRESSION
STRENGTH
STYLE
CONSISTENCY
SUPERIOR FIT
CHARACTER

EXPRESSION

Unconstrained by short-lived fashions, our designs are consistent. Their focus is always on the individual. Our patterns ensure a superior fit regardless of the customer's size and measurements. Our collections are stylish and have an identity of their own. Our clothes do not disguise their wearers. Without demanding attention, our patterns and collections underline their wearer's character. They provide assurance and great presence.

Our clothes do not disguise their wearers



Respect informs our actions

RESPECT
VISION
INTEGRITY
PARTNERSHIP
ESTEEM
INCLUSIVENESS



RESPECT

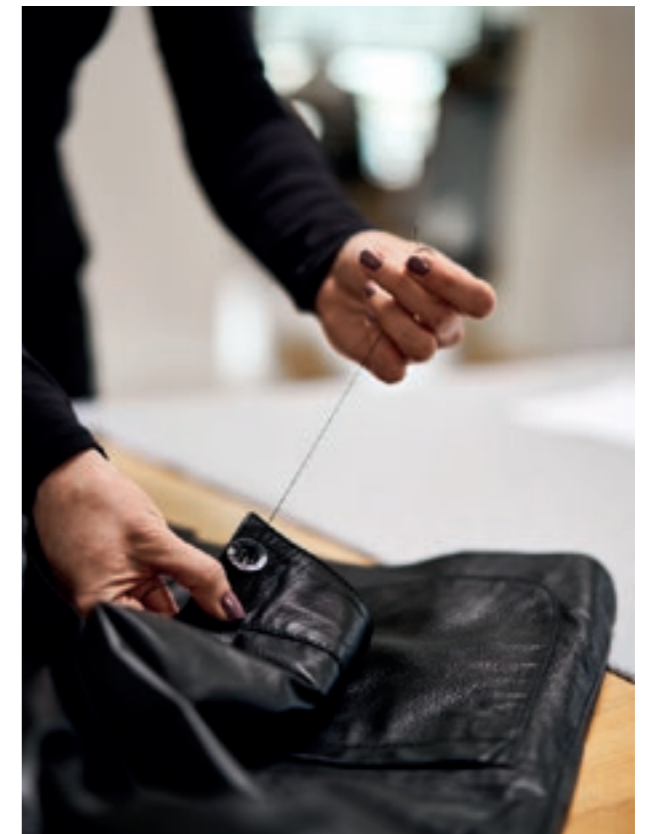
We know that our activities have an impact on the environment. This is why we always act with vision. Our partnerships are shaped by integrity and we regard them with pride. Loyalty and trust are the foundations upon which we build cooperation along the value chain. We are committed to inclusion, both in our patterns and in our interactions with others. Lived diversity is part of our modus operandi. Esteem also defines our approach to resources. We offer a repair service, for example, to make our jackets even more durable.

MISSION

Driven by the fascination we have for our craft, the expertise we have developed over decades and our innovative production technologies enable us to design, produce, and sell jackets every single day.

Our products satisfy our customers' high expectations. To do justice to our own quality standards, we take a careful and conscious approach to selecting fabrics, leathers and materials.

We focus on clear designs that unite athleticism with elegance. We create our own style that is unconstrained by passing fashions. Our jackets accompany and support our customers in their daily lives.



The **brand mission** summarises the specific performance of our company. It represents the value we offer our customers.



VISION

Our brand will be firmly established in the minds of those who rely on their jacket in every situation – and simultaneously want to express their personality through a strong appearance.



Our goal in sight

The **brand vision** describes
our long-term goal.
This provides orientation.



PURPOSE

Perfect jackets for self-assured people

WHY WE DO WHAT WE DO

In order to stand out in the face of an enormous range of products and unprecedented media transparency on the market, brands must not be interchangeable or replaceable, but must be authentic, relevant and distinctive. This is all the more true today, when people of all ages and social classes are asking themselves the question of meaning. Brand purpose is a key concept in the current discourse on the *raison d'être* of brands. It answers the question of why a brand exists – regardless of any profit orientation.

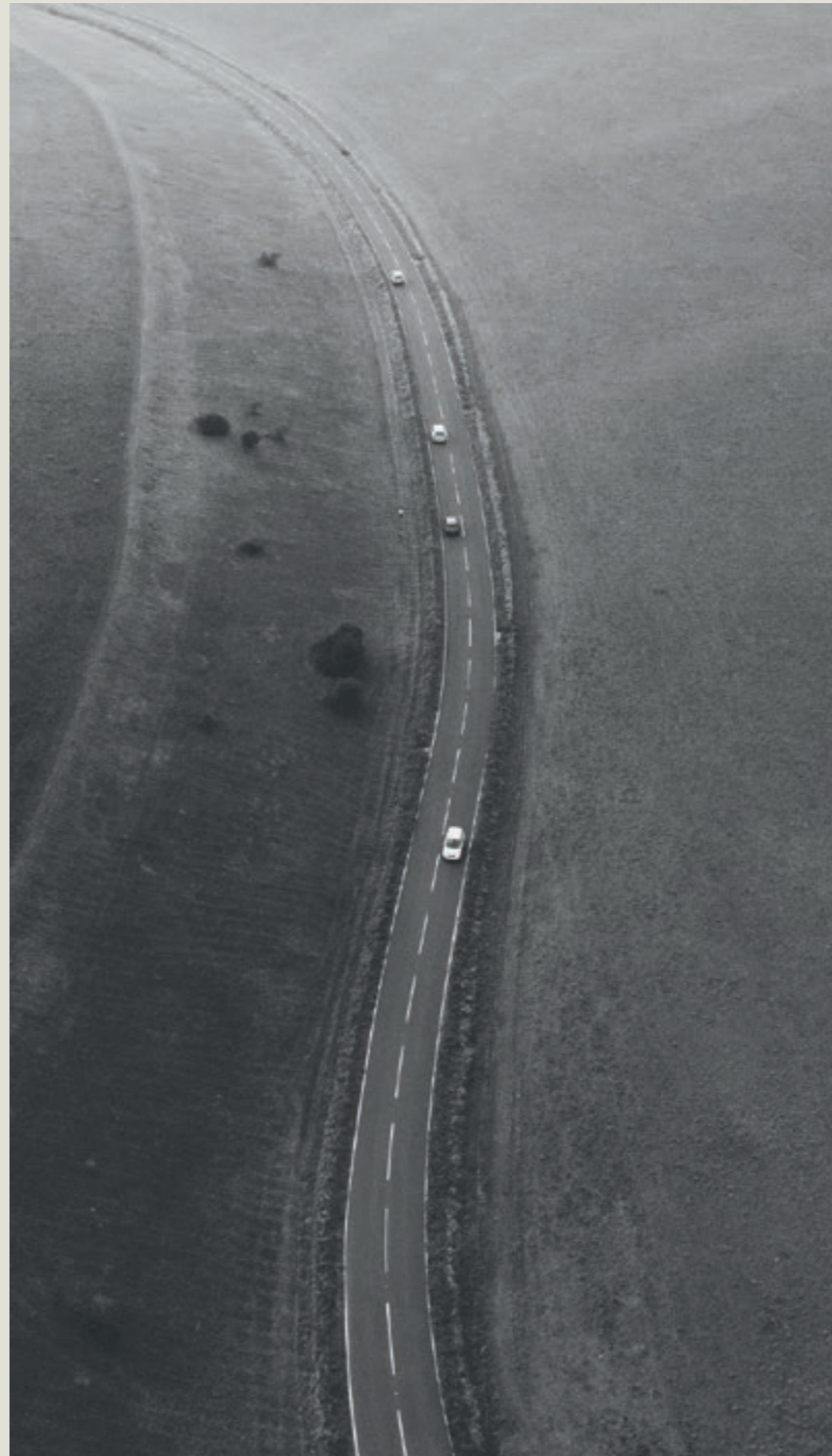
HISTORY

Setting out on a unique journey...

It was in Italy, just a few miles from the Austrian border, that two businessmen asked themselves what the boundary stones at the side of the road were called: milestones! This moment marked the birth of the eponymous fashion label, even before the company was actually founded in Lenting in 1994.

This means that MILESTONE first came into being in the middle of a decade shaped by stylistic contrasts. And perhaps that is why MILESTONE has developed into an international company whose collections are innovative and fashion-conscious, but always independent of short-term trends.

During their Italian journey, neither Gerhard Bauer nor textile engineer Paolo Pornaro could imagine what their conversation would lead to in the years that followed. The two of them were on their way to business appointments. Neither of them knew that this journey would mark a real turning point in the founding history of MILESTONE.



The foundation of trust upon which MILESTONE is built

Back in 1988, there was already a close relationship between the companies Rosner, based in Ingolstadt in Upper Bavaria, and Dyckhoff, located in Cologne, North Rhine-Westphalia. This provided a basis of trust for the later foundation of MILESTONE.

Alongside Gerhard Bauer and Paolo Pornaro, Karl Schleicher, proprietor of Rosner Avantgarde Mode GmbH, and Gerrit Schweisfurth, at the time a purchaser for Dyckhoff, were the company's main pioneers. What they have in common is an exceptional passion for textiles and jackets.

These men pooled their longstanding expertise from various disciplines into MILESTONE. Over the next three decades, they would focus on developing, manufacturing and marketing high-quality jacket collections.



1994

The foundation

1994 marks the foundation of the company: the four business partners Gerhard Bauer, Paolo Pornaro, Karl Schleicher and Gerrit Schweisfurth created the basis for MILESTONE's success today – back then under the roof of the fashion company Rosner.

1995

First men's collection

In 1995, MILESTONE presented its first men's collection to the fashion world and to customers at the point of sale. The spring/summer collection comprised a total of 48,000 items sold, while the autumn/winter collection followed with more than 78,000 items sold.



2001

Launch of the women's collection

MILESTONE continued to expand its product portfolio: in 2001, the label presented its first women's collection. At the time, this consisted exclusively of leather jackets. For the 2004 collection, MILESTONE designed several textile models.

2003

MILESTONE in Italy

In 2003, MILESTONE took over SIAM, a trading company based in Thiene, Italy. MILESTONE Italy was founded, boosting the company's presence in the Italian fashion market.



2006

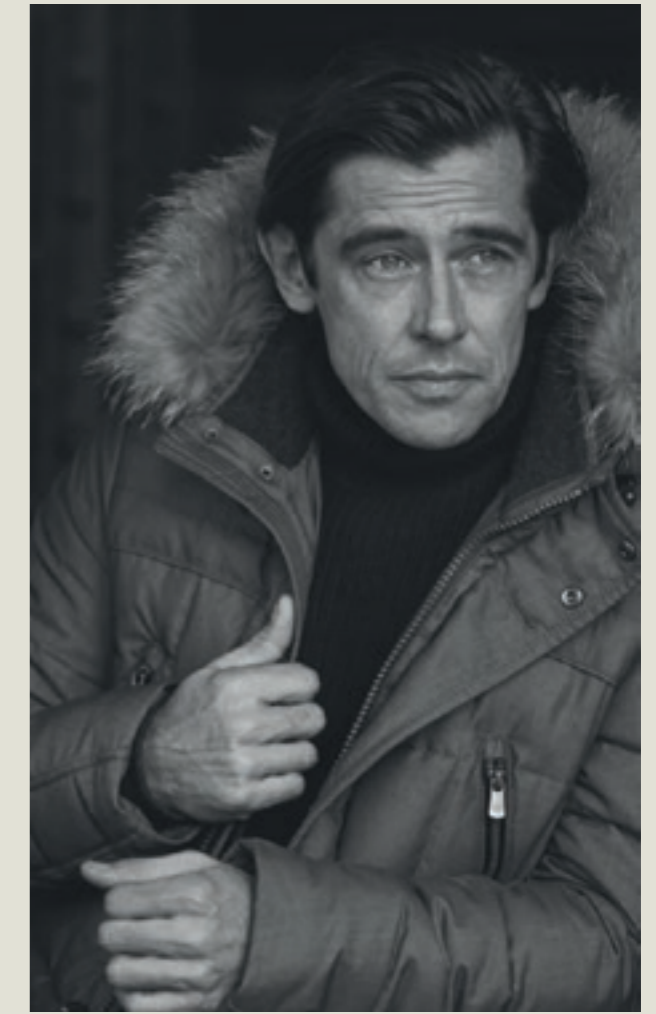
New headquarters

2006 marked the ground-breaking ceremony for the new company headquarters in Lenting. In the months that followed, 4,000 square meters of space was created for design, tailoring, administration, and stockrooms.

2011

Record sales

2011 was a year of great economic success: MILESTONE generated record sales of around € 45 million. This financial success underlined the trust customers placed in the brand.



2015

Own online shop

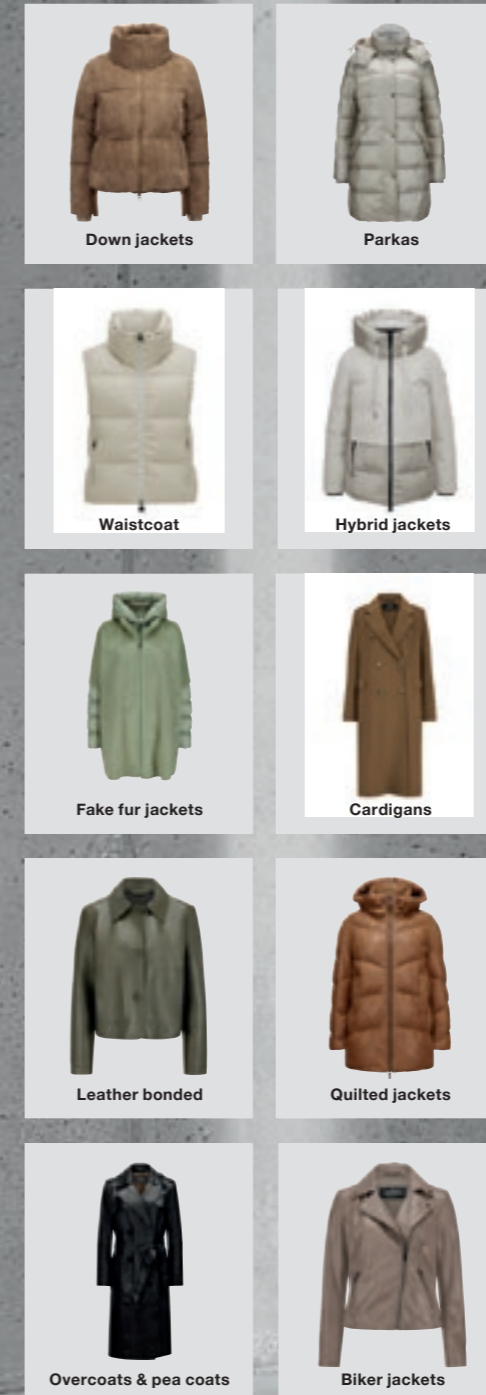
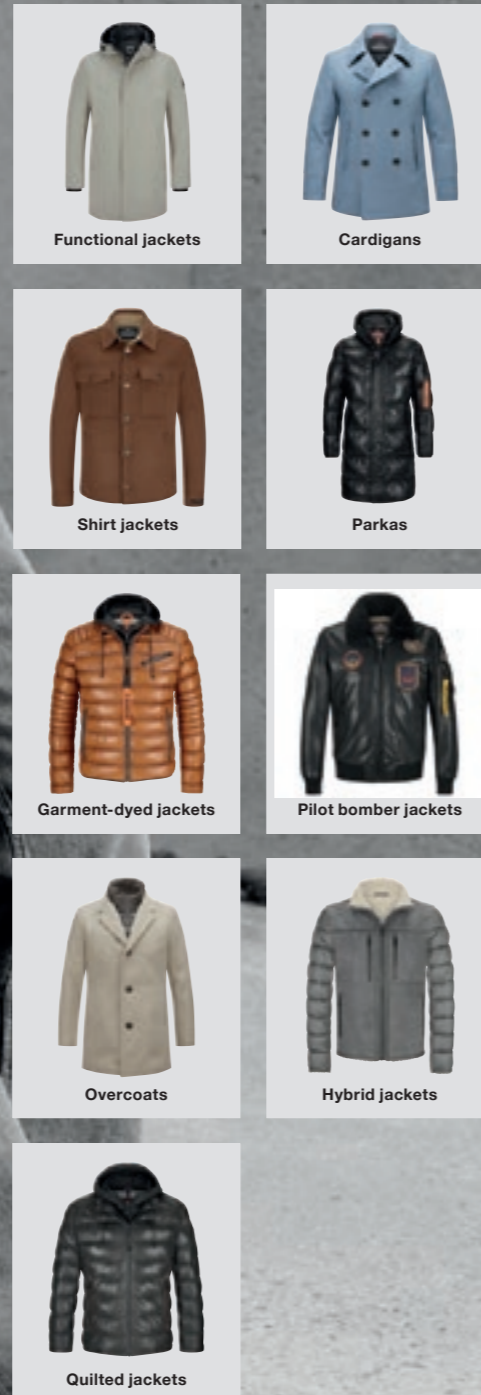
While its collections were previously only available in stores and on the platforms of its partners, in 2015 MILESTONE launched its own online shop. This allowed the label to offer information, inspiration and a great shopping experience – 24/7.

2019

Phase-out of real fur

In 2019, MILESTONE committed to consistently ceasing the use of real fur. To meet its own standard of contemporary design, from this time onwards the label worked exclusively with woven fur. MILESTONE therefore stood up for ethical practices in the fashion industry.

Quality shapes our products





TERENO

The evolution of an Essential

The first quilted 4-season leather jacket

Back in the 2014/15 season, it could be found in virtually all stores in the Italian fashion centre: Milan had discovered light quilted jackets and 4-season jackets made of textile nylon. But you would have looked in vain for quilted models made of leather. And so the idea of filling this gap in the market and mapping a fresh fashion trend onto the world of leather jackets was born.

The result was TERENO – a material created through lengthy production processes and involving complex washing and manual work. The sporty 4-season jackets made of black lamb's leather certainly went down well with customers: just days after delivery to points of sale, TERENO had already sold out.

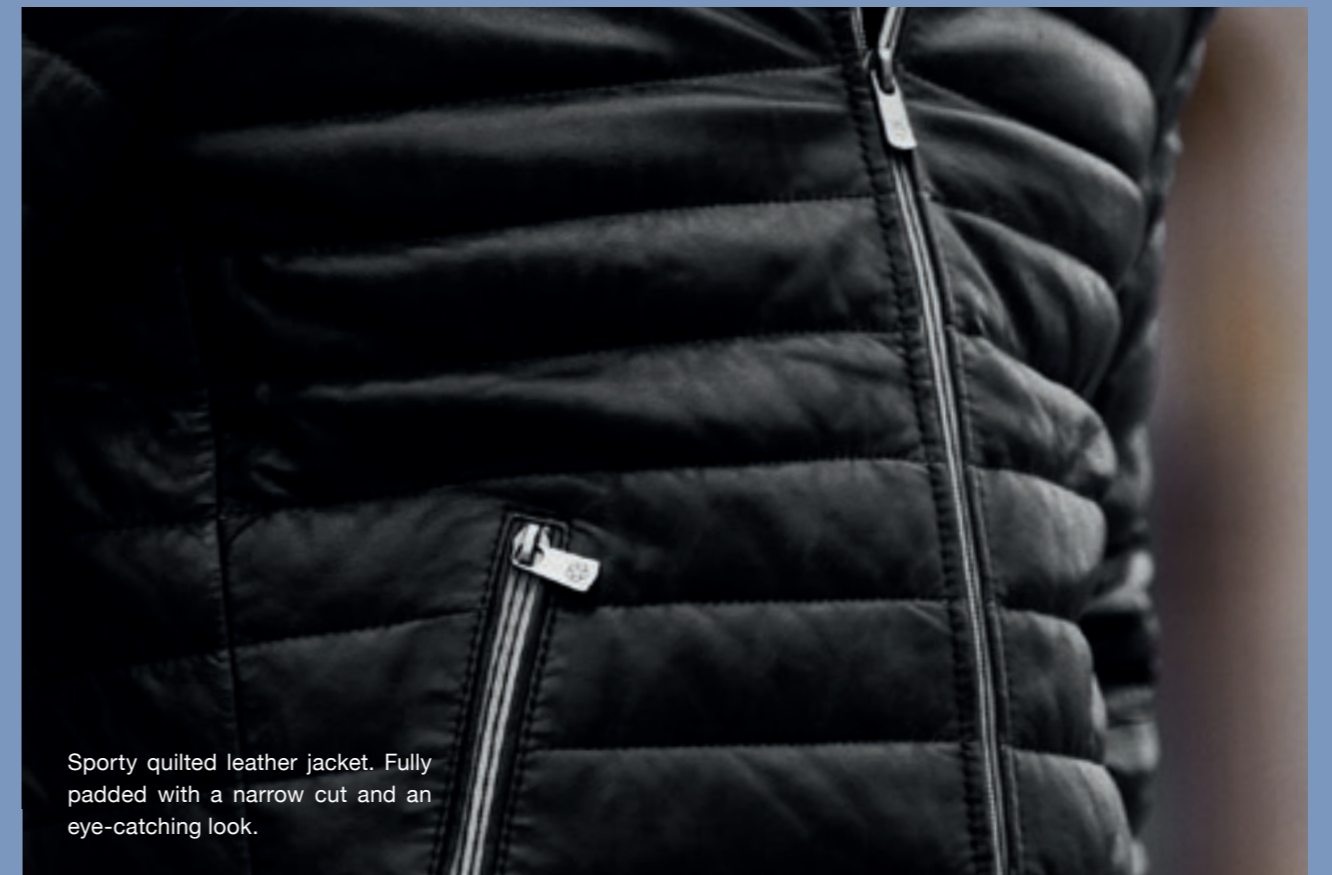
A leather jacket with the qualities of a down jacket

Later, at a time when many in the industry were pro-

cessing down as a filling for quilted jackets, TERENO was developed further. The aim was to create a leather jacket with the qualities of a down jacket, so the search began for an alternative filling that was suitable for leather. And one was soon found: DuPont Sorona. This innovative fibre made of regenerative materials is extremely durable, provides warmth and insulation and absorbs hardly any moisture. It can be processed like the original and is as light as a feather.

From collection to collection, further additions were made to the product range – new colours, numerous quilted designs and many different looks. TERENO is still a firm component of MILESTONE's product range.

The story of TERENO's creation not only reflects the past: it is also a promise for the future, one in which MILESTONE repeatedly pushes the boundaries of leather jacket fashion.



Sporty quilted leather jacket. Fully padded with a narrow cut and an eye-catching look.

A specialist for all kinds of jacket

Lightweight jackets and well-padded overcoats – just the thing for hot summer evenings and cold winter days. But what about the months between? Neither solution really fits the bill.

That is why we had the idea – back in 2012 – of developing a jacket that could be the perfect companion throughout the year. A jacket that was versatile and could be stylishly combined – with a light shirt in summer, an elegant blouse in spring and autumn, and a chunky jumper in winter. Inspired by ideas from performance, sportswear and high fashion, in the following season MILESTONE launched not just one jacket to meet all these requirements, but a whole range: MILESTONE's first lightly quilted series.

This collection comprised the stylish tweed jacket AMBER, the elegant blazer AMY, the versatile sleeveless waistcoat BLUEBELL, the elegant frockcoat BORA, and the sporty hooded jacket BROOKE. All of these share sporty female tailoring to highlight femininity, as well as high-quality outer fabrics and a warming down filling.

They formed the basis for MILESTONE's success in the lightly quilted segment and further consolidated the company's position as a specialist for all kinds of jacket.



Clear designs that convince

MILESTONE relies on an extensive portfolio of unique designs. Above all, these are clear, modern and independent of short-term trends. Casual cuts, dynamic materials, powerful silhouettes and interesting details: these are the key qualities of MILESTONE designs.

They are made to express the customer's personality without taking centre stage. Responsibility for the collections lies with the design department based at the headquarters in Lenting, Upper Bavaria. On average, the development process for each collection involves preparing up to 140 sketches. These bear witness to the department's creativity and dedication. Up to 30 models are then created for each collection.



MILESTONE goes its own way. The label is committed to innovative materials and develops these itself. It operates its own design office in Dalian, China, which is exclusively charged with developing textile products. And MILESTONE also has a key focus on reinterpreting leather. This includes leather production processes, as well as the finishing and final look. And the results? Essentials like TERENO, which have shaped MILESTONE's collections over the years.

A symbiosis of style and innovation



A productive environment

Thanks to expertise built up over three decades and a clear commitment to continuous development, MILESTONE is one of the world's leading jacket manufacturers. In its production, MILESTONE combines quality with ethical principles and respect for its partners and the environment.

Enduring partnership

In manufacturing its leather and textile jackets, MILESTONE works with partners in Asia. To produce its leather jackets, the fashion label maintains partnership-based relations with eight owner-run companies in India and Pakistan. For its textile jackets, it works together with certified companies in China, Vietnam and Myanmar.

Some of these partnerships have been in place for well over 20 years. Longstanding cooperation, profound mutual understanding and a determination to further enhance its products and processes and promote innovation: these are the factors that enable MILESTONE to meet the highest quality standards. Each year, a total of 350,000 jackets leave production and every one of them fulfils MILESTONE's expectations.

All of the company's production partners satisfy European standards and regulations. MILESTONE attaches particular value to the health of employees and fair working conditions. With regular visits and checks on site, the company ensures that the production of materials and MILESTONE products is consistent with the label's strict code of values.



A clear stance

Jackets made of leather have always enjoyed a high status at MILESTONE. This is documented, for example, in the fact that the first women's collection, released by the label in 2004, consisted exclusively of leather jackets. MILESTONE adheres to a clear philosophy when it comes to manufacturing leather: all hides used come from the food industry.

Today, the fashion industry is making ever greater use of vegan leather and artificial leather. MILESTONE is continuing to rely on the original, fully mindful of its reasons. While conventional leather decomposes completely after around 50 years, the plastics used to produce artificial leather take up to 500 years and longer to decompose.

The company also aims to permanently optimise tanning, the key process in leather production. MILESTONE is gradually reducing the share of leather from chemical tanning and drawing on more environmentally friendly processes. Today, vegetable-tanned leather is already used for 90 percent of the leather jackets in the product range.

48° 48' N 11° 28' E



These are the coordinates of MILESTONE's home in Lenting. With around 5,000 inhabitants, the municipality forms part of the Upper Bavarian district of Eichstätt. It is around three miles north-east of Ingolstadt, embedded between the Danube Valley and Franconian Jura and the boundary of Altmühltal Natural Park.

This is where the fashion label MILESTONE was entered in the Commercial Register in 1994. To account for the company's consistent growth, 2006 witnessed the ground-breaking ceremony for the new headquarters with almost 4,000 square metres of space. The new building designed by M+W Architekten from neighbouring Ingolstadt was completed in six months.

With an area of 50 x 25 metres, today's building has three floors: a stockroom for incoming goods, a ground floor for shipments and packaging, a small parts store on the first floor, and a development and coordination department, product development and administration department on the second floor. If you look closely, on the walls of the foyer you will see sketches, notes and calculations made by the various trade firms. These have deliberately been retained as an homage to manual craft. All concrete surfaces have been left without plaster, with only the joints filled in.

A chiffon dress for the headquarter

The façade of the building reveals the layering of the individual floors and creates the impression of a ribbon surrounding the building. It has a light and translucent design: the yellow corrugated panels made of glass-reinforced polyester resins which, depending on the position of the sun, sometimes appear gold, offer a view of the insulation behind – just like a chiffon dress which reveals the materials beneath.



In the dark, the panels are illuminated by back-lit light lines installed at their base. This generates a diagonally ascending light on the facade. Interruptions to this effect have deliberately been deployed as an analogy to the indentations and tucks in leather clothing.

Setting standards in terms of design and the environment

MILESTONE forgoes conventional heating and cooling and instead relies on concrete core temperature control. The groundwater heat pumps are supplied by two 70-metre boreholes. This way, the groundwater provides heat and cooling energy in the summer. This cooling function is especially relevant for the second floor. Here, the large floor-to-ceiling windows provide daylight, a particularly important factor for the work performed by the design department. This also saves energy used for lighting.



85101

At home worldwide

In Europe, Canada and the USA

Our touchpoints

MILESTONE has a particularly strong presence in Germany, Austria and Switzerland, as well as in Belgium and the Netherlands in the North and in Italy in the South. But that's not all – the fashion label is active in around 25 countries in Europe, as well as in Canada and the USA.

MILESTONE has always been synonymous with quality. This is reflected not only in the high-value nature of its products, but also in the professional and friendly service offered at its points of sale. In view of this, the fashion label focuses closely on high-end specialist retailers. In selecting its retail partners, **MILESTONE** aims to build long-term, trust-based partnerships in order to sustainably satisfy these standards.

Customers can experience the **MILESTONE** brand and its valuable products first hand at 3,000 points of sale. Here, they can be inspired, obtain advice, try on jackets, and purchase their favourite pieces. **MILESTONE** also operates two proprietary stores in Germany: in Kösching, not far from the headquarters in Lenting, Bavaria, and in Remscheid, North Rhine-Westphalia.

But that's not all: **MILESTONE**'s collections are also available 24/7 at milestone.de, the brand's own online shop. On milestone.style, the label also welcomes all of its trade partners.



Imprint

Published by

MILESTONE Sportswear Handels GmbH

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Print

druckpruskil. GmbH

Finishing & packaging

The blind embossing of this Brand Book is inspired by the quilting of our jackets. The bag enclosing the book is made using the same textile and to the same quality standards as the MSOAKLAND model and takes up the theme of the cover embossing. Just as the MSOAKLAND jacket provides comfort to our customers, this quilted bag will protect your personal belongings. It can be used as a stylish case for your tablet or laptop or for safely storing your cosmetics or valuables. Our decision not to use disposable packaging and our commitment to reusing materials are helping to raise awareness of environmental issues in the fashion industry.

Print run

5,000 copies



MILESTONE®

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