



Gössl - the company

Gössl – premium Austrian garments for more than 70 years

Gössl, a family business rich in history and headquartered in Salzburg, is led by Gerhard Gössl in second generation and by MMag. Maximilian Gössl in third generation. Originally a specialist for blouses, over 70 years of history, the company has evolved into a specialist for traditional Austrian garments. With its own business model for monobrand stores, Gössl operates a franchise system in the German-speaking Alpine region. With more than 40 specialized Gössl stores and more than 100 partners in its distribution network, Gössl is the leading manufacturer of the traditional Austrian garment industry.

Every year, the company manufactures more than 100,000 pieces of clothing – painstakingly handmade – for men, women, and children. The collection includes everything from the (classic) traditional Austrian dress, the famous *dirndl*, to classic *Joppen* jackets as well as jackets and the original Gössl 'Hanferne'. In addition, there are clothes for work and leisure time as well as garments for special-occasions and weddings. The collection is rounded off by accessories such as scarves, foulards, belts, shoes and bags. The company's main market is the German-speaking region, especially Austria and Bavaria as well as Switzerland and South Tyrol. The manufacturer turnover amounts to 10 million euros, the retail turnover of the franchise system amounts to 14 million euros.

Tradition and innovation – the Gössl duality

The premium Austrian garment brand Gössl is synonymous with consistent brand management.

The guiding principle is "as many traditional elements as possible and as much innovation as necessary." Gössl has stubbornly – and ultimately successfully – opposed many short-lived trends. The brand's authenticity and hence its genuine originality have been preserved throughout the years. Tradition and innovation are both equally important ingredients for the preservation of cultural identity. Innovation is warmly welcomed "as long as it moves the brand forward in a positive direction."

This is quite a tricky proposition, because reconciling tradition and modern style in this sector of the clothing business is quite a challenge: "A brand is not interesting if it does not polarize in one way or another."

MMag. Maximilian Gössl plays with innovation without forgetting the origin.

So it is not surprising that this pioneering spirit has given rise to cult models such as the "Hanferne" or, more recently, a dirndl sweater. They are the heirlooms of tomorrow.



Franchise System & Crowdfunding - Shaping the future

With great care MMag. Maximilian Gössl cultivates the brand's image and ensures continuity. At the same time, he shows that tradition is not to be confused with shortsightedness. He clearly gives the company a modern, professional corporate appearance and is determinedly working on its growth through gradual expansion of the franchise system. In order to drive the expansion forward, the head of the family business is following progressive and future-oriented paths. Thus to support future franchise partners in starting their own businesses, Maximilian Gössl starts a crowdfunding campaign in February 2020.

The Gössl Edition – real works of art

In the spring of 2009, Gössl impressed the public by presenting its luxury line– the so called Gössl Edition. These extraordinary models have set new standards not only for Gössl, but also for the entire sector. It caters to a demand that has grown significantly in the past few years. The line has been and still is extremely successful – so successful that every new collection includes some of these masterpieces. These particularly rich models impressively demonstrate the brand's craftsmanship, which has ever since been one of the brand's main characteristics.

The Gwandhaus – hub and home to traditional garments

The magnificent Gwandhaus, located in the south of Salzburg, is the headquarter of the company. It is also home to the Gössl flagship store and tailoring, a restaurant and it is a visitor's destination, event and cultural center. Here fans of traditional Austrian garments can experience the Gössl brand sensually. Through numerous cultural and economic cooperations, for example with the Salzburger Land Tourism and the Salzkammergut, synergies are used and the "home of traditional Austrian garments" is actively supported. "Lovers of traditional Austrian garments talk about the Gössl Gwandhaus as Catholics do about the Vatican." This is how the German weekly newspaper "DIE ZEIT" describes the home of Gössl.

Source: http://www.zeit.de/2005/47/Damen_2fSalzburg



Quelle: http://www.zeit.de/2005/47/Damen_2fSalzburg

State: Feb. 2020

www.goessl.com

Press contact: Dr. Ricki Weiss PR Management & Consulting

office@rickiweiss.com; Tel. +43-(0)664-21 303 91