

# SURKANA

COMPANY PROFILE

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EVERY  
JOURNEY HAS  
ITS ORIGIN



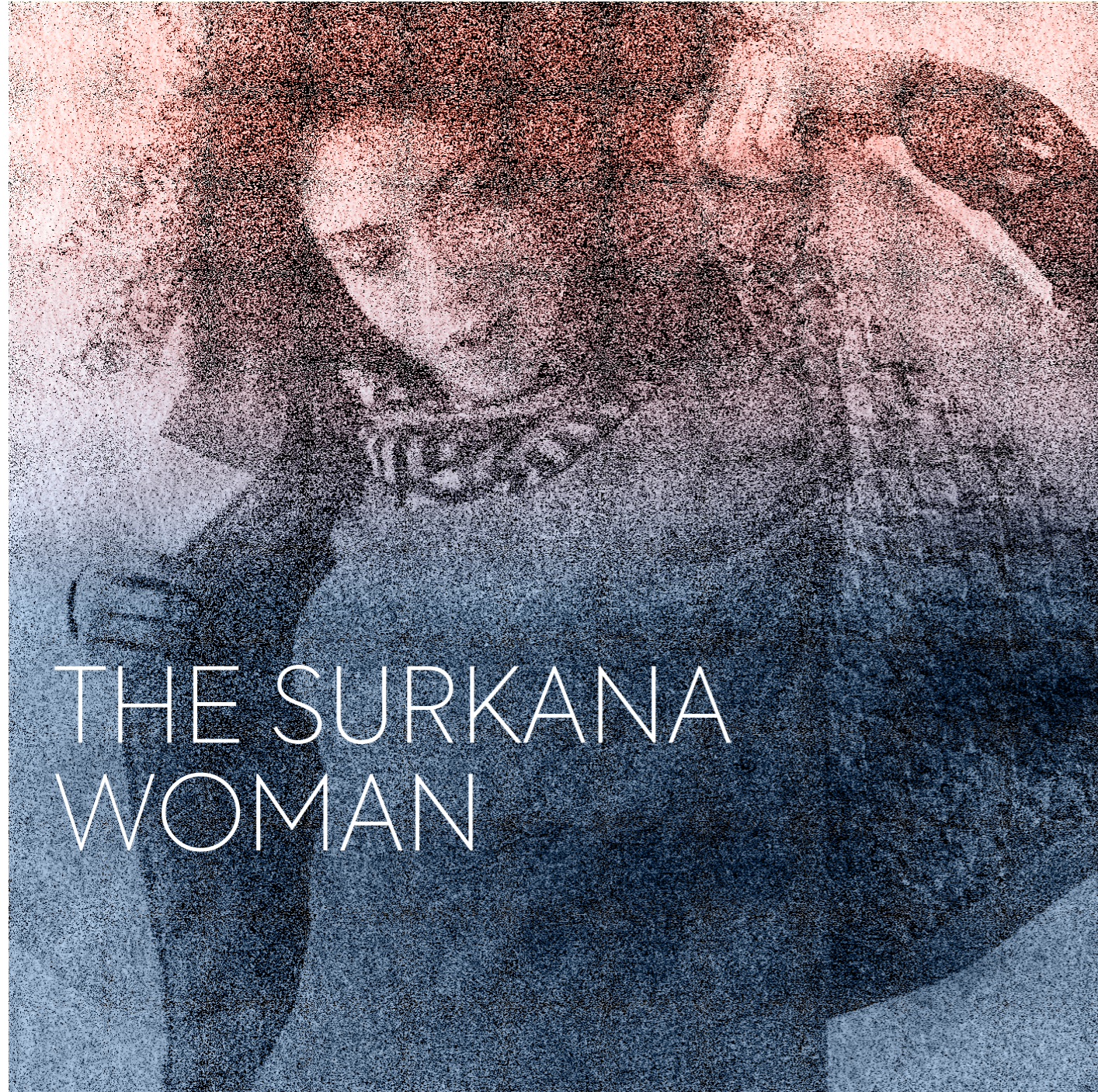
**SURKANA** was born in 2002 as a result of travel and what it entails: observation and experience. SURKANA is inspired by the journey and the important aspect in the journey is the experience, not the destination.

**SURKANA** is a fashion brand that doesn't end with fashion. Because we are people who live and experience the real world, the world that is around us.



With each new collection, **SURKANA** embarks on anew journey, a journey in which where globalinspiration and creativity will take us on original and different paths.

The objective is the management of fashion creativity, understood as the development of aconversation, an interaction between people cultures and points of view.



# THE SURKANA WOMAN



**SURKANA** is a fashion brand that doesn't end with fashion. Because we are people who live and experience the real world, the world that is around us. We dress women with a young and fun vibe who enjoy the vitality and personality of the brand, a reflection of who we are.

A woman who naturally wears the brightness and colourfulness of **SURKANA**. We think of a self-confident consumer who is culturally and socially committed.



A feeling of freedom, curiosity and attention for the world that surrounds us and that we want to share with those who are looking in **SURKANA** for unique and particular accessories and items for their everyday adventures.





# SUSTAINABILITY



At **SURKANA** we carefully choose our suppliers and we are attentive to the use of natural fabrics and qualities, more and more present in our collections: recycled yarns, bamboo, linen, cloth and viscose make up the most important part of our collection.



# SURKANA LOGISTICA

Own logistics centre on the outskirts of Barcelona, near the CIM del Vallès. With optimal connections to be able to provide services to our more than 1,500 customers, our own shops and the different partners we have around the world.





# SALES TEAM

## MORE THAN 45 AGENTS AND DISTRIBUTORS

Spain  
Portugal  
Italy  
France  
Netherlands  
German  
Uk  
Ireland  
Japan  
Dom-Tom  
Belgium  
Greece  
Balkan countries  
Kazakhstan  
Australia  
Canada

More than 45 sales agents and distributors to cover the “**Surkana in the world**” map. A group that grows every season, strengthened by sales in mature markets and the strength of the Export market.



**SURKANA**, its agents and distributors exhibit collections in showrooms and fairs such as:

**WHITE**  
in Milan

**MODE FABRIEK**  
in Amsterdam

**MOMAD**  
in Madrid

**PREMIUM**  
in Berlin

**WHO'S NEXT**  
in Paris



DESIGN.  
COMFORT.  
MATERIAL.  
WARMTH.





# HOW WE WORK

SEASONS	SPRING / SUMMER	FALL / WINTER
SEALS	SURKANA / SKN / NATURAL / FUN	SURKANA / NATURAL / FUN
SERVICES	JANUARY 15	JULY 15

Collection methods; Direct debit (preferably), Pre-payment with desc. We adapt other collection methods such as confirming to specific needs.



Surkana offers free choice and free selection of each of the garments shown. We work in standard sizes

**XS | S | M | L | XL | XXL**

Each collection is divided into environments. You can combine all the atmospheres of the collection and all the garments that make up the total look that we propose.





# DIGITAL ENVIRONMENT

The B2B gateway at [www.surkanaprofessional.com](http://www.surkanaprofessional.com) offers solutions for every customer.

Orders

Online Shop

Client Empowerment  
to enable them to work  
in a digital environment  
how and effectively.

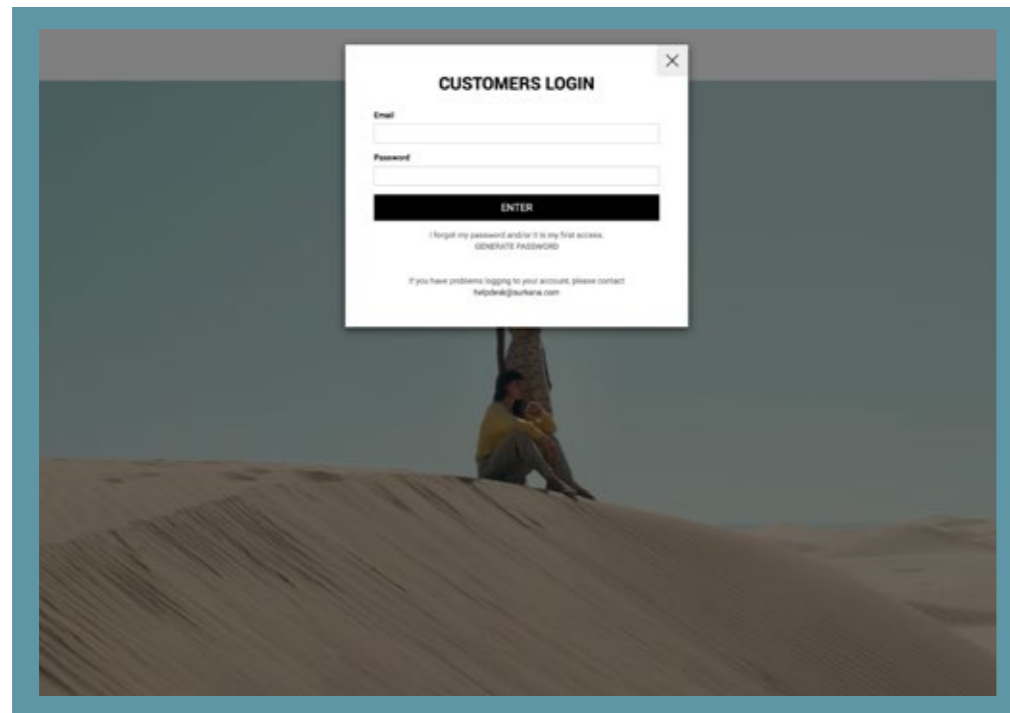


After accreditation on our gateway, customers can access everything they need for an unbeatable Sell Out management:

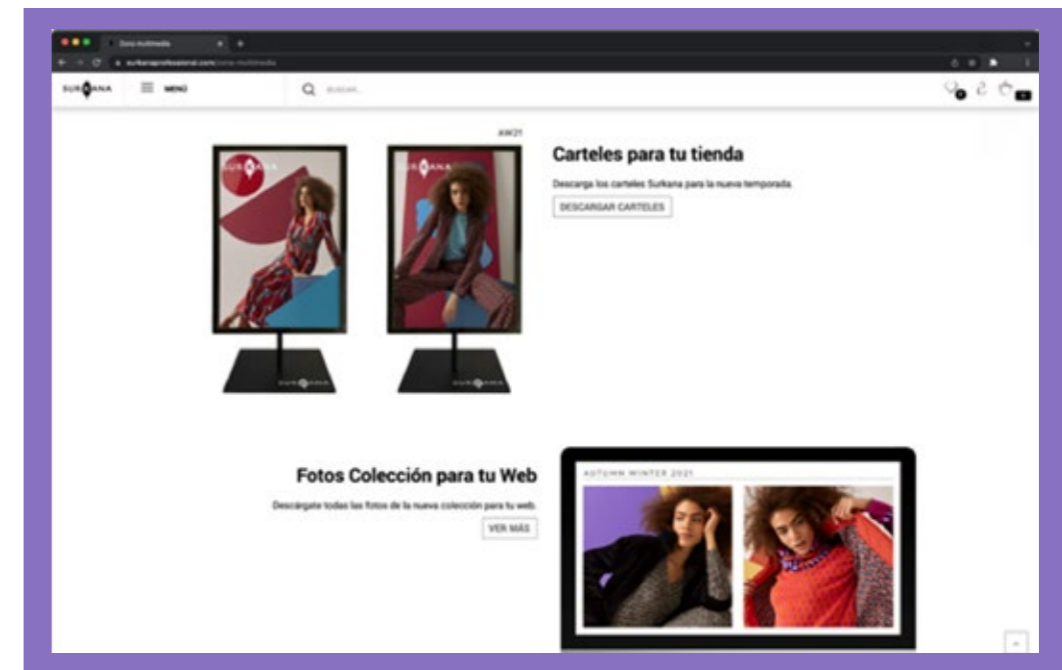
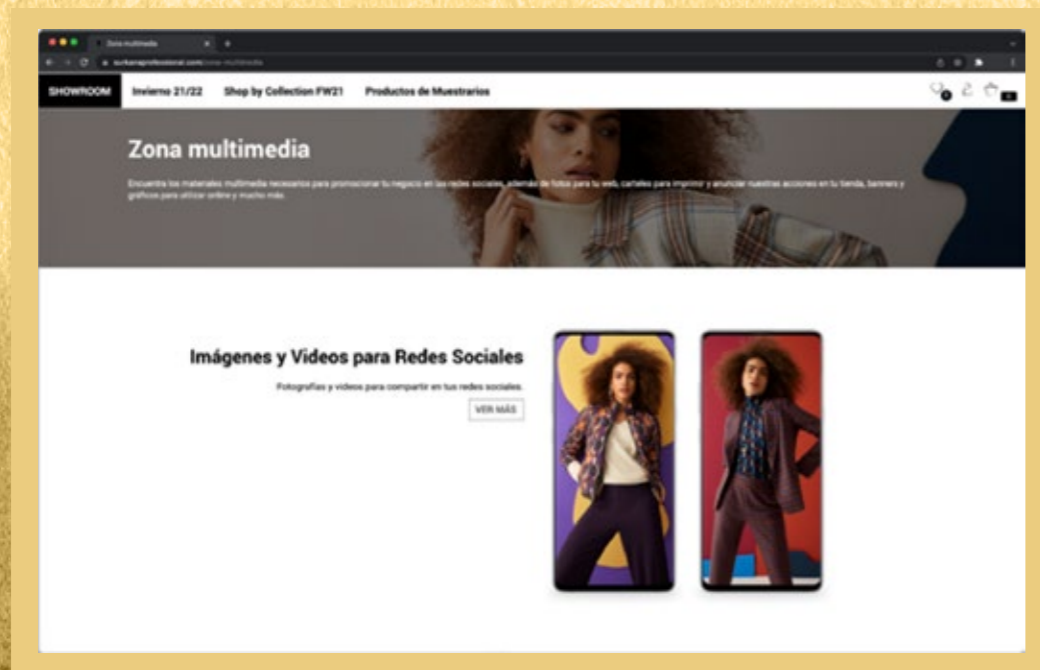
Pictures

POS Material

EAN codes, etc.



The Multimedia Zone contains material for posting on Social Media, or on retail-appropriate signage. Surkana's MKT team works hand in hand with clients to adapt our graphic material to the needs of each client.





# MARKETING



We work to deliver to our public an image that truly reflects our personality, a global and attractive image in which social networks are the main vehicle of transmission.

We also dedicate a large part of our activity to communicating with multi-brand clients through catalogues, previews and videos.

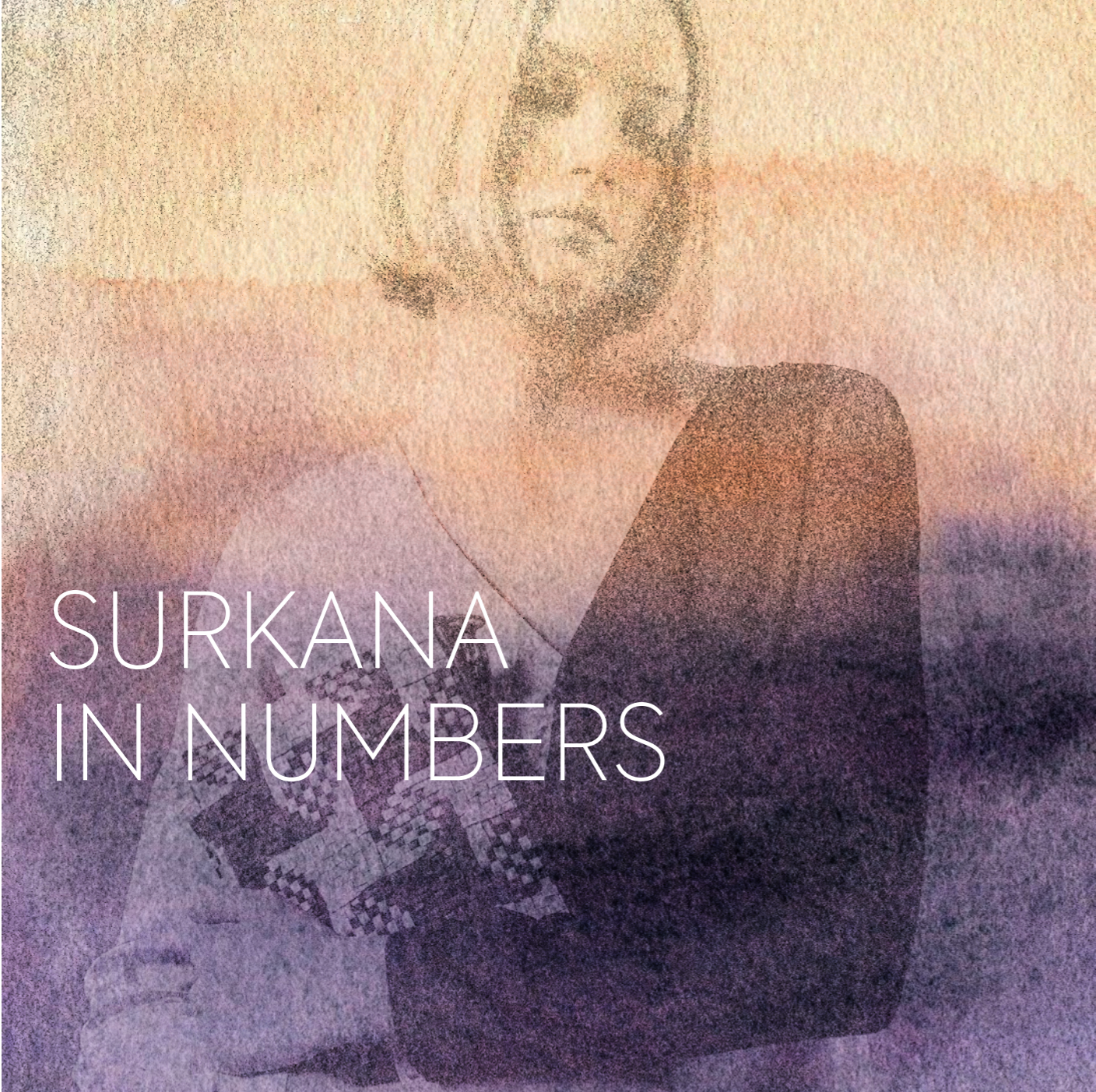
We promote special activities and events in the shops to offer a customer service that reinforces collaboration.



A light concept in which the garments take centrestage alongside the furniture.  
Natural touches where the warmth of wood is mixed with the soft lacquer of the donkeys of the displays.

The elements are designed so that they can be use din our own shops as well as in corners or in personalised spaces for our multi-brand clients.  
Elements that adapt to each space.





# SURKANA IN NUMBERS

## JOIN THE JOURNEY



**SURKANA**

DISCOVER  
MORE ABOUT US



[fb.com/surkana](https://fb.com/surkana)



[@surkana](https://@surkana)

[surkana.com](https://surkana.com)