



A brand on the move

Meet the new Antler

Antler



One Hundred years of Great British Design



2013 was a year of complete transition for Antler.

In 2014 Antler celebrates 100 years as a Great British brand. Full of history and heritage and known for innovative, quality products, in the past 12 months it has travelled further than at any other time in its history.

Suffering from a historic lack of investment and without focus in a highly competitive, dynamic market, we took the opportunity not only to develop a strategy for change but also, a strategy for growth.

In the year I have been at Antler, we have made huge changes. The global head office has relocated to a central location in Kings Cross, a regenerated part of London, renowned for design and development. As part of this move, an almost completely new team has been brought on board and significant investment has been made in our own product design and development.

What has been equally exciting is the complete change in the look and feel of our brand. A new creative design for Antler and a fresh focus on fashion, has seen our hero products showcased through renowned photographer,

Matthew Shave: his work is already showcasing the creation of a totally unique brand in the market.

We are quickly establishing ourselves as a fashion forward travel brand, with Great British Design, Quality and Expertise at our heart. Suitcases, travel accessories, casual bags and handbags all form part of our comprehensive product offer.

Everyone here at Antler is passionate about the reinvention of the brand and the direction we are taking. We have a unique and competitive offer which, we believe, presents you with a new opportunity to drive your business forward.

We look forward to working with you, and having some fun along the way.

CEO, Julia Reynolds



Ooh-la-la



We are...

**British, fun, energetic,
cheeky, innovative, expert,
quality focused, design driven**
and underpinned by 100 years
of history and craft

Contents

Vision and Strategy	7	Press Reviews	27
100 years of history	9	Antler in Store	30
Our customers	10	Working with Antler	31
The Team	11	Our future	33
Great Brands	17	Contacts	34
Great Products	19		



Vision and strategy

Our Vision

To be a global luxury travel goods brand, known for Great British Design, Quality and Product Innovation.

Our Strategy

Reinvent the Antler brand with a new sophisticated look and feel

Continue to invest in new product innovation, broadening the Antler product offer by launching market leading ranges

Grow the Antler brand in the UK and internationally

Ensure that the Antler brand experience is consistent, globally

Support our partners with best in class brand imagery and marketing support



Ready to roll



100 years of history



1914

The next generation

The Antler Brand was born in 1914 as the company moved from manufacturing bicycle saddles and entered the passenger luggage market for the first time, producing leather wardrobe trunks which were attached to cars. The company founder's keen interest in wildlife led to the adoption of the stag's head and "Antler" as a brand symbol for the luggage line – which has been used by the company up until recently.



1939

The war effort

During the Second World War, through necessity Antler started producing haversacks, webbing belts and military equipment.

After the war there was a return to the luggage business with innovation playing a part again with the development of soft sided luggage with rich quality linings.

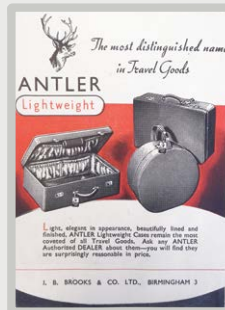


1950

Mass air travel

Tourism boomed in the 1950s and Antler kept one step ahead with innovative products like "Airstream" which combined soft and hard materials and fabrics in one suitcase.

Fibre Board cases were replaced with Corduro soft side cases and two factories in the UK produced these vacuum formed ABS cases. Antler also built bespoke picnic hampers manufactured under the Brexton Brand.



1970

New Innovations

Antler continued to innovate, developing aluminium framed cases and zip cases in the 1970s, the first trolley case in the UK market in the 1980s and played a key part in the roller case revolution.



Today

Antler in 2014

As an innovative, pioneering company we know we need to move with the times – so the Antler brand you see today is a new fresh, contemporary expression of what we stand for and believe in. Our new look is based on the flair and culture of British design and underpinned by our own rich heritage of craftsmanship.



Our Customers

We know that here in the UK, 70% of suitcase purchases are made by women and we want our core customer of design-conscious females to always look to Antler for their purchase. However, we also acknowledge that they may be buying for their family, so we have created a portfolio of designs targeted at a variety of consumers.

Weight and strength are key buyer considerations and here at Antler, we will always continue to innovate with this in mind. Great British Design and the strength of the Antler brand also play their part and so, we've developed a range focused on offering Great British Design at key price points.

Most importantly we think buying a case should be fun, so we talk to the customer in a lighthearted and cheeky way to demystify the technology and help people remember the reason they are buying – ultimately, to take them on their journey to somewhere great.



The team



The Team

We pride ourselves on being a small, dynamic, highly experienced team where basically, a lot of great stuff gets done pretty quickly. Energy and a real can-do attitude are core to our culture and philosophy. You'll see from our open plan offices in Kings Cross, that there are no barriers to development or creativity and we thought it might be helpful to give you a bit of background on some of our brand heroes.



The Team

Julia Reynolds

CEO / Chief of Making
Good Ideas Happen

- A highly motivated, enthusiastic and experienced retailer with 29 years of experience covering all aspects of retail, operating in the last 5 years as a CEO. Julia specialises in building strategies, turnarounds, team building, building brands and marketing both below and above the line.
- A former Director at Tesco, Julia then moved on to successfully lead other retail companies within fashion and accessories to growth, as CEO.
- Her boundless energy is infectious, as is her dog Twiggy, who is now the unofficial Antler pet.



The Team

Noreen Ferguson-Hughes

Design and Product
Development Director /
Resident Fashionista

- Noreen has 24 years of commercial retail experience in leadership roles for Tesco and Dixons, specialising in Category Management, Product Development, Change management and Collaborative Business Planning.
- Developed and launched digital product in Tesco Stores and grew the business from zero to £30m in 18 months and led and developed the Tesco group buying model for general merchandise.
- A guru in fashion and design and as such is a massive shoe collector, with a collection in excess of 300 pairs.



The Team

Lesley Low

Business Development
Director / Retail Sales
Supernova

- Lesley has been a retailer for 24 years, working at the John Lewis Partnership, House of Fraser and LOCOG: highly experienced in general management, global buying and shop floor design and development.
- Led the team who developed the non-venue retail operation for The London 2012 Olympic and Paralympic Games: including the official online shop, independent shops, national chain of concessions, multi-tier sponsor support and general High Street engagement.
- A dedicated follower of fashion and sport, Lesley has run a marathon and has a mean swing on the golf course.



The Team

Aviva Bard

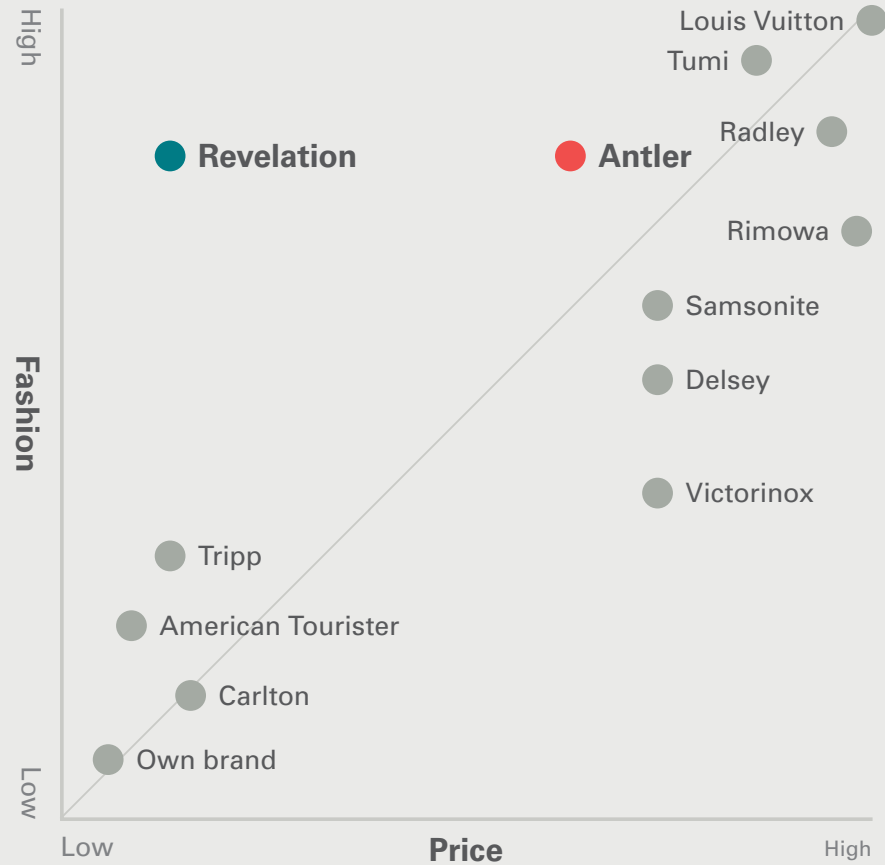
Commercial Director /
Numbers Guru

- Previously held Commercial Director and Merchandiser Director roles across retail within accessories and fashion, including White Stuff and Moss Bros. Her skills span across merchandising, multichannel strategy, wholesale, supply chain and logistics.
- Aviva was a key member of the management team at White Stuff, which won Sunday Times Profit Track Top 100 Best Management Team, and Sunday Times Top 100 Best companies to work for, and helped grow the White Stuff business from £30m turnover to £110m, within four years.
- When Aviva gets away from her desk she will more than likely be outdoors doing something active like hiking in Zion National Park with her family, or finding the best spot to utilise her Star Gazer App!



Great Brands

Antler in the market; one that marries Great British Design with stylish product and innovation, across a broad product range. We sit in the mid to premium sector, with a warm and approachable personality, brought to life by creative and distinctive imagery: a unique place in the market.



Ready to roll



Great products

We make things for people to carry the things they love, for journeys made every day covering all kinds of needs. We've created a fresh, new and diverse range that mixes Great British Design with innovation, in a way that is both stylish and highly functional. Each and every Antler is made with pride and crafted with passion: it's been that way for 100 years now.

As part of our commitment to the highest levels of quality, all Antler products go through our rigorous testing programme to ensure that they can take the knocks and bumps of the toughest journey. We give all our suitcases a 10 year warranty.

We are already planning a major re-launch of Antler's sister brand, Revelation, in 2014; a completely new range of products based on Style, Value for Money and Dynamism: it's a Revelation! Ask us for more details.



SS14

Here's a summary of our
Spring/Summer product categories



Hard Cases

Here at Antler, our experts have designed a range of hard suitcases to suit your every need and always with our unique style thrown in. Top of the range is **Framed Liquis**, a super strong polycarbonate product with aluminium frame for extra security and strength, all formed into a stylish luxury suitcase.

We have two new hard case ranges **Tiber** and **Alexus** which, with **Juno**, **Portia**, **Sterling** and **Prospero**, continue to add style and Great British Design at key price points. Our lightest range **Liquis**, is also available with a beautiful new embossed finish. The ever popular **Camden** returns, as does our robust and great value range **Quadrant**, to complete our most comprehensive collection ever.



Tiber



Juno



Camden Matt



Sterling

Soft Cases

Our soft case collection brings together 100 years of design experience and outstanding commitment to quality, in a comprehensive range of products. Spring/Summer sees a number of new introductions to strengthen the offer, including the lightweight **Marcus** and the clever casual hybrid range **Titania**. **Hydra** is back with new colours, as is the international best seller, **Cyberlite**.

Returning at the top of the range is **Mimas** with its luxurious jacquard style fabric and wealth of features. **Stephano** and **Airstream** are also returning to complete the range.



Cyberlite



Hydra



Mimas

Casual cases

We have broadened our offering within the casual category and launched a number of new ranges. New this season we have **Eros** our luxury cotton and leather range, **Nix**, which is a more contemporary and youthful range of travel bags and **Ferdinand**, a simple and colourful backpack. We have also added an extra colour to our extremely successful range, **Urbanite**. Finally, to capitalise on the overwhelming success of **Cyberlite**, we now have a selection of casual bags in this range.



Urbanite



Cyberlite Casual



Nix



Eros

Business cases

We are working hard on our business collections and recognise that there are multitude of business consumers, driven by different needs. For this season we have two core ranges, **Metis** and **Helene**.

Metis is a contemporary, masculine range with technology at the heart of the design. **Helene** has a feminine touch and appeals to a more style conscious professional. This is just the start of the new Antler business ranges. Look out for more to come.



Helene:
Holdall



Helene:
Laptop Bag



Metis:
Portrait Mobile
Office



Metis:
Landscape Mobile
Office

Handbags

We launched our very first handbag range in 2013. Mixing classic and modern design, the collection is designed to combine style with functionality. Crafted in Italy, the range is the beginning of a whole new category of design led product for Antler.

In 2014 we will be launching a dedicated range, in celebration of our 100 year birthday. Collections inspired by our heritage and bringing together the latest trends with unique Antler designs. These will be launching in May, so please ask us for more details.



Cowhide



Esme



Elspeth

Pow-wow!



Press Reviews

Over 100 fashion and travel journalists joined Antler at our November Press Event in central London, for the launch of our Spring/Summer range. Our new products are getting some great reviews from top journalists and fashion titles, which is really exciting and a genuine endorsement of the direction we are now taking the brand.

“The fashionable quality here is exceptional”

Daily Telegraph

“How exciting – we love Antler but this looks incredible”

Stylist

“It’s rather fantastic to see a brand put such investment and creativity into changing their perception”

You Magazine

“The imagery is gorgeous... excited about the opportunities”

Harper’s Bazaar

Press Reviews

Just a few of our fans...

TUESDAY JET SET

It's that time of year again, when the fashion industry make their New York pilgrimage to begin the month-long season of shows. And for this they need luggage. Lots of luggage. A fact which Antler is happy to help with. Along with a new, appropriately fashion-led campaign shot by Matthew Shave, right, the suitcase brand has upped its sartorial game with its range of super-lightweight cases in every colour, shape and size. Perfect, no matter how much Prada you have to pack (£139, antler.co.uk).



Evening Standard

A case of travelling in style



1. EasyJet's new bag rules state that luggage no bigger than 50cm x 40cm x 20cm will be allowed in the cabin. To conform, Samsonite has introduced the New Spark, a slim, soft case that comes in black, berry red and a metallic blue. £75, www.samsonite.co.uk
2. British luggage company Antler has launched its first hard case with an outside pocket. The slick Prospero collection is available in medium and cabin sizes, in blue, black, red and white. From £399, www.antler.co.uk
3. For an alternative carry on, try Yalta's rolltop backpack. It is designed with urban Tokyo in mind and is made from truck tarpaulin. It also has an ergonomically designed shoulder strap for those who plan on using it as a weekend bag. £75, www.chromebagstore.co.uk
4. London-based designer Knomo has everything from patent MacBook covers to briefcases and even has collections named after areas of London - Bristol, Bloomsbury, and so on. We like its Serra's shockproof quilted case that has a clever system to reunite you should you lose it - a unique 'If Lost' ID number. £52.75, www.knomobags.com
5. Luxury German brand Rimowa is one of the most coveted luggage brands in the world. Opt for its Topas four-wheeled suitcase and you'll have the most stylish suitcase on the conveyor belt. £850, www.selfridges.com

The Metro

WIN THIS

The luggage brand Antler is offering one *Telegraph* subscriber a set of luggage (worth £1,000), including a small, medium and large black suitcase and a handbag. To enter, log on to telegraph.co.uk/subscriber



Stella

VOGUE

04 / 20

Antler

Pop-bait is one of the season's big textile stories - work it on the go with this one.

£299, Antler.co.uk



SHARE IT

Vogue

Press Advertorials

GQ Promotion



Hydra Large Suitcase by Antler
£169. antler.co.uk

Go the distance

From suitcases to cabin luggage, Antler packs 100 years of expertise into every travel piece

This year, the luxury British travel brand Antler is celebrating its centenary - 100 years that has seen a revolution in our travel trends. Founded in 1914, Antler originally made leather wardrobe trunks for ocean voyages and tailor-made trunks for cars, but it was in the Fifties when Antler transformed into a truly global name. The jet age brought a boom in overseas flights, and Antler's technical innovation and durability quickly found fans among business passengers and tourists around the world.

Antler's spring/summer 2014 collection is typically hardwearing, but its colour palette has widened, reflecting passengers' growing appreciation of design flair and individuality. Made with moulded polycarbonate and a unique mix of soft materials, Antler's lightweight, highly manoeuvrable cases are, as you'd expect, robust but our continent hopping is now a far more stylish proposition. antler.co.uk




Juno Suitcase, from £119.
(Above) Metro Suitcases, £149.
Both by Antler. antler.co.uk



Flight updates
With a colourful 2014 collection, Antler has adapted to the lifestyle of globetrotting passengers, moving with ease from the airport tarmac to the fashion runway

GQ

VOGUE PROMOTION



ALEXIS MEDIUM SUITCASE, £215, ANTLER

The new WAVE

From hard-shell must-haves to capacious carryalls, Antler's 100-year heritage steers the way

Ahoy there! One hundred years since Antler established itself producing leather trunks for high-sea voyages, it wants to take you on a new journey. A journey for the twenty-first-century traveller, where suitcases are structured and strong, yet as light as a feather.

No longer does a hard-shell suitcase mean limited space or a heavy load before you have even started to sacrifice your favourite stilettos. Due to cutting-edge technology, Antler has been able to minimise weight and improve impact resistance, leaving you safe in the knowledge your suitcase will reach its final destination unscathed every time you take to the road.

But it's not just its high-performance suitcases that have caught our attention - Antler has a sleek range of accessories, too. Taking its design cue from the fashion-capital catwalks and positioning the modern traveller as its muse, Antler has bridged the gap between the season's favourite trends and the necessities of travel. Its capacious totes and statement shoppers in hothouse hues are less intrepid explorer, more sleek sightseer - 100 years' worth of experience and expert craftsmanship has taught them nothing if not to innovate, after all.

Like all successful brands, Antler knows that keeping things fresh is the formula for success. Its ability to combine lightness with luxury, function with flair, and value for money with vivacity has secured its place in the book of great British design.

It's a label that's making new waves. Get on board.

Visit Antler.co.uk

Vogue

Antler in store

We support all our retail partners, to promote our product and to make it easy for the customer to shop. We introduced the Antler Cube this season, which not only explains the tech stuff around the product, but also makes any display of cases more interesting and vibrant: our new stand out photography adds that finishing touch.

In premium retail destinations like Selfridges London, we have made sure that the new Antler brand shop floor look and feel is clean and contemporary – in keeping with customer expectations, as well as aspirations. Whatever we do and wherever we do it – product always remains our hero.



Antler Cube



Selfridges in store



Waterloo station pop-up

Working with Antler



You'll find at Antler we are committed to innovation and product superiority and we will continue to invest in R&D. We have two main launches a year, Autumn/Winter and Spring/Summer and will invite all our retail partners (February and August) to our offices to share with them our great new product and business plans.

This year is a special year for us, as we are celebrating 100 years of the Antler brand, and for this

we have an additional launch in May 2014, with some truly amazing new, innovative, British product. We'd love to share our plans with you – so please ask or even better, come and see us.

Great British Design, Quality and Expertise are core to our being. The Antler brand presents your business with a unique offering as well as a heritage name, which truly resonates with consumers.

We are committed to growing your business, maximising sales and profitability. We can help build customer loyalty with shop floor support and of course, with some simply great products to sell.

Come and talk to us about adding a truly British brand to your collection.

Antler

Pow-wow



Our Future

We are excited about our new direction and the future of the brand. We're proud of the new ranges you've had a glimpse of as well as the products in development. All our products are designed in Great Britain as they have been for the last 100 years.

Curiosity for life is what drives our design and craft. Asking questions is how we stay fresh as a brand. It keeps us striving for positive change, by addressing the needs of our customers, and looking at ways we can keep moving forward as a company.

This is just the beginning of our transformation.

We're on a new journey.

We'd like you to join us too.



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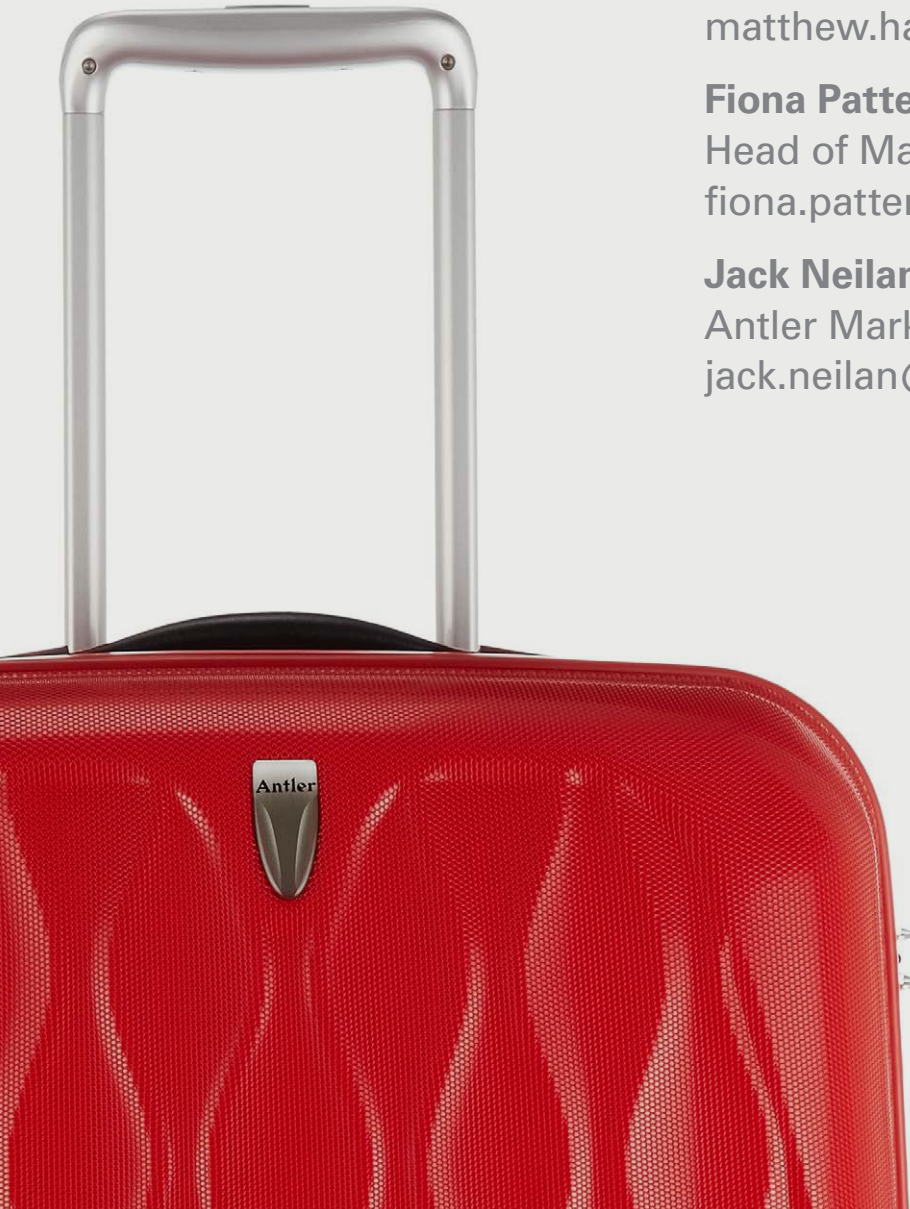
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