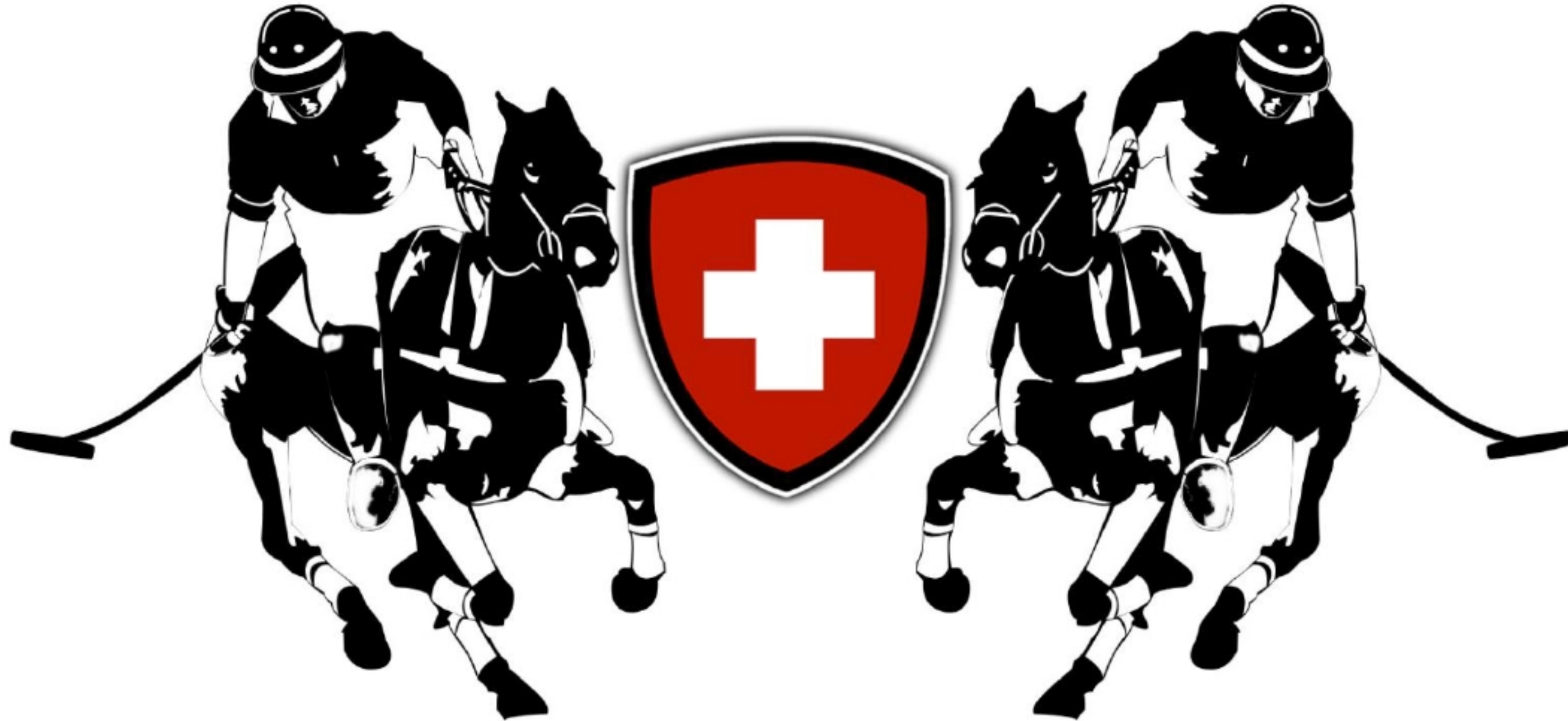


SWISS POLO



THE KING OF GAMES
IS STILL
THE GAME OF KINGS

HISTORY



Captain Gerald Schneider, an ardent Polo fan founded Swiss Polo Company GMBH in 1863. He was serving in British Indian Army and used to come to Kangla Fort, Manipur (India) for playing Polo along with Lieutenant Sherer, the father of modern polo.

In last 150 years, Swiss Polo Brand has established itself as the premier lifestyle brand in and around Switzerland. It is often associated with the European royalty. Even though it operates in “affordable luxury” segment of market, it targets aspirational and affluent audience that seeks lifestyle goods associated with the royal sports of Polo.



The Swiss Polo image evokes the casual, relaxed elegance of Switzerland. The name Swiss instantly suggests luxury, success, style, elegance and comfort.

The game of Polo, known as the “Sport of kings” strongly reinforces these aspirational characteristics, the Swiss image, with the added dimensions of both the fun of competitive spirit and individual physical strength. Independent consumer research, documents these consumer perceptions, with benchmarks that rank our aspiration qualities at the top of popular brand images.

Positioning



Swiss Polo is positioned to appeal a wide audience with discerning taste. It reminds its customers of the Classic/Heritage lifestyle of people who play Polo. The Brand is high end, classic, appealing to many, but exclusive enough to command an exclusive retail Price. It appeals equally to general public as well as members of Royal Families and socially elite levels of society.



Product Categories

Comprehensive product lines present Swiss Polo image in fashion categories which include

Lifestyle clothing

Sunglasses/ Fashion Eyewear

Fragrances

Luggage/ Handbags/ Small Leather Goods

Watches

Footwear

Home Textiles

Undergarments & Socks



Store Concept

