



HISTORY AND BACKGROUND OF THE DC COMPANY GROUP

The founder of the DC Company group started his carrier in 1973 by the Levi' Strauss & Co. in Milan, Italy. In 1986 he invented the "Original Levi's Store" franchise concept while being Managing Director of Levi's Strauss & Co. for France and Spain. After one year of very successfully running of 13 franchise shops in Spain, it was decided to roll out the concept to all Europe.

At that moment only upper and bottoms were being supplied to the franchise stores, and all of them were demanding accessories to complement the offer and compete with other independent shops.

In front of this demand, in 1987 the DC Company Group was founded with the main mission to perform the European License for Levi's® Footwear and Accessories and supply at European level all needed accessories demanded by the Levi's Store franchise network as well as independent apparel and shoe shops.

At the same time, in 1987 the DC Co.® brand was created in the frame of the DC Company Group as a distinctive brand of quality footwear and accessories for the independent apparel and shoe shops.

The identity of the brand was defined with the general purpose to offer to fashion and traditional shops accessories and footwear in line with the fashion trends but with a high quality/ price relation.

The target customers was identified to be little sensitive to brand awareness and more focused on value-for-money concept.

In 1997 the U Roads® brand was created in the frame of the DC Company Group with the distinctive aspect of using recycled tires as soles, patented worldwide and acknowledged by the United Nation as an ecological brand. The identity of the brand was defined to have a very high positioning and selectiveness both in style as well as in price.

The target customer was identified as high fashion victims with specific demands of distinctive products in concept and design.

In 2009 the Kaporal® footwear License was started within The DC company Group, being Kaporal® one of the three most important jeans wear brands in France with a growing franchise shop network at national and international level.

In July 2009 the Levi Strauss & Co. group bought pack the license that was carried out during 22 year with extraordinary success within The DC company Group, reaching 79 Mio EUR annual turnover

The DC Company group offices are centralized nowadays in Barcelona - Spain, where a central office with international mother language native speakers is handling the sales and customer support for the whole European territory.

