



**SWISS[®]
MILITARY**



DESIRED LICENSEE PROFILE

- Maintains & enhances the goodwill of the brand.
- Develops quality products, with high standards of corporate responsibility.
- Complies with the brand's requirements for product approvals and financial structures.
- Markets their product to achieve maximum potential sales.



**GET A STROKE OF SWISSNESS
IN YOUR BUSINESS!**

'INSPIRED BY INNOVATION'

WHERE PRECISION AND INNOVATION CONVERGE,
TO BE A REMARKABLE BUSINESS OPPORTUNITY!

A premium men's lifestyle brand, Swiss Military was founded in 1984 around 30 years ago with an ambitious aim to be the fastest growing brand across product segments from Europe in an affordable luxury space. In over 3 decades, driven by high commitment and dedication, Swiss Military today is a brand with worldwide operations spanning across 26 countries globally. Being managed by dynamic professionals with over 20 years of experience, the brand has moved from strength to strength into one of the rapidly growing men's lifestyle brands in the world.

OUR SOLID FOUNDATION!

- Presence in 26 countries.
- Brand registered in Europe, Asia and over 40 other countries globally.
- Collection available at over 600 retail stores in Europe alone.
- 10 EBOs known as 'EDELWEISS' shops at Zurich, Bern, Interlaken, Geneva and all over Switzerland.
- Mutual agreement of worldwide co-existence with Victorinox Swiss Army.

Travel Gear	Garments	Eyeware	Footwear
Writing Instruments	Accessories	Leather Goods	Cosmetics
Watches	Kitchenware	Outdoor / Hiking	Electronics