It’s not the same
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Desigual since 1984

We dress people, not bodies

At the tender age of 20 Thomas Meyer, originally from Switzerland, envisaged a future in which people dressed in a different way, in clothes that helped generate positive feelings, affordable to all. And out of this dream Desigual was first born 1984.

Ever since, it has emanated positivism, commitment, tolerance, constant improvement, innovation and fun. Because, as our first slogan claimed, Desigual is not the same.
Free! Wild!

1985

1995

2000

2005

2009
A crew of 2,800 nationalities

We respect difference. We listen to what others have to say. We share our good humour. We are enthusiasts. We firmly believe in open mindedness. We adore what we do.

We are constantly exploring unmapped territories while, at the same time, aspiring to sustainable growth. Sustainable and profitable.
Desigual, a truly global firm

7,000 Multibrand stores
200 Desigual Brand Stores
1,700 Corners and Shop-in-Shops

E-Business

Our multichannel distribution system permits us to operate as a truly global firm. Internationalisation and innovation are our two main routes to growth.

We reach out to people in over 72 different countries. We have Desigual Brand Stores in Barcelona, Madrid, Paris, London, New York, Amsterdam, Berlin, Lisbon, Bahrain, Dubai, Saudi Arabia, Singapore, Athens, Kuwait, Moscow, Cairo...

And our clothes are featured in the best shop windows of Japan, UK, Hong Kong, Korea, Australia, Germany, France, Italy, Scandinavia...

And they just love our stuff at El Corte Inglés, La Rinascente, Galeries Lafayette, Mitsukhosi, Isetan, Myers, Macy’s, Palacio del Hierro and C.K. Tangs,... all of the most prestigious department stores in the world.
Have a good time, be thrilled, play, feel, enjoy and be bold

A world of experiences

A visit to any of our stores should be a positive experience which stimulates the senses. We work with light to create spaces in which the imagination is allowed to run free, in which the illumination of the clothes creates alternative worlds to make the shopping experience a totally different kind of pleasure.
XI Prix Pyrénées

The French Chamber of Commerce awarded us the XI Prix Pyrénées (2010) for our commitment to the French market after opening our Flagship Store of over 1,700 m² in the Place de la Opéra in Paris.

Mapic EG Retail Award

Considerado internacionalmente como el Oscar del Retail, Internationally considered the Oscar of the retail trade, we were distinguished with the International Brand with the BEST CONCEPT of 2008 Award.

The award is the fruit of our own particular sales style, based on our imaginative approach to attracting new clients, the innovative way we use space and materials, our design process, uninterrupted growth, financial health and strategies for the future.

It is a source of great pride.
Clothes that touch the emotion

We create clothes and accessories with a heart.
All Desigual. All singular ;-)
Woman

Clothes that exude happiness, optimism and energy in every seam. The feel of the cloth promises warmth and wellbeing. A collection conceived as a revolution for the senses, detail by detail.
Inspiration and comfort, this chameleonic collection conveys the essential Desigual spirit while embracing quality. It just cries out to be worn and enjoyed.
Based on the same radically optimistic outlook of the rest of the collection, but with an even greater emphasis on colour and graphics. The clothes are comfortable, sturdily made and durably finished.
Accessories

In perfect harmony with Desigual’s clothes, they share the same creativity, colours and messages. Developed to suit all occasions: underwear, bags, belts, hats, scarves... and even a small trolley bag to make your trip all the more enjoyable.
Competent and fast

Excellence in logistics

We are capable of delivering up to 100,000 garments in a single day and can store up to 3,000,000 at our new automated stores, capable of simultaneously processing up to 5,000 orders. We efficiently deliver our goods within 24 hours. Everything we could possibly need is kept close to hand to ensure the client receive the goods as swiftly as possible.

And the ICIL Foundation has just honoured us with its award for Excellence in Logistics 2009.
We grow and improve

Sustained annual growth of over 50%

Our growth is constant and our international expansion unstoppable.

We closed 2010 with an annual turnover of 450 million Euros; we sold over 15,000,000 garments and were present at over 8,800 points of sale in 72 different countries.

FIGURES IN MILLION €
Atypical marketing

Sale campaign: "Come in your underwear, get a free outfit"
It thrills us to thrill you

We communicate with kisses, music, cinema. And, before anyone else, we communicate with those with whom we feel complicity: our clients.

We feel it is they that have to help the brand evolve. We offer them fun with our parties and shows.

We want to thrill them and for them then to go out and tell it to the world.
Our secret: Fun & Profit

Sustainable, profitable growth

Desigual is built around the concept that fun and business are not only compatible and complementary, but necessary.

Our teams are built around everyday work, shared learning and shared thrills. Work must go with pleasure. At least that’s the way we see it.
1983 The twenty year old Thomas Meyer, of Swiss origin, envisaged a future in which people were able to dress in a fun, inspirational and affordable way. His first garment was a jean jacket patched together out of bits of old worn jeans.

1984 The jacket was a roaring success and we decided to find a brand name with which to identify ourselves. Working on an idea of Isabel Coixet’s, we chose the name “Desigual”, accompanied by the slogan: “it’s not the same”.

1985 In the month of September we presented our first collection with a wealth of prints and colours, the forerunner to that joyous vitality that has always been a mark of our work.

1986 We opened our first brand store in Ibiza and launched our logo, designed by Peret, which has been with us ever since. We grew and enlarged our staff to 40.

1987 Our sales grew enormously; but we also took many wrong decisions along the way and found our future threatened.

1988 We found ourselves in financial straits and went into suspension of payments. However, this particularly difficult situation gave us the opportunity to rethink Desigual and draw out the road map to our future.

1989 and 1990 We crossed the desert and found salvation. We arrived at a crossroad, one way to vanishing and the other to re-establishing ourselves. We chose the latter and launched our Styled for relax collection.

1991 Our Feel you sexy collection was launched and proved an amazing sales success. In the collection we presented the first prints designed by Thomas Meyer. We embarked upon a plan to restructure our financial and marketing systems.

1992 Thomas Meyer and Manel Adell met: they sailed the Atlantic together with eleven others: a bond of friendship was established and ten years later Manel joined Desigual.

1993 – 1995 Desigual consolidated its position on the Spanish market and began to export to France and Portugal, encountering many problems on the way, but also much learning. We decided we needed to establish a network of stores.

1996 We opened brand stores in Salou, Lloret de Mar and Platja d’Aro, three tourist resorts, and thus started to establish our network of stores.

1997 Desigual again showed on the catwalks of the Gaudí Show and our design department grew in line with the rest of the firm, keeping its sights firmly set on the future.

1998 We launched our first website: Desigual 1.0. We opened a Brand Store at the Triangle, the most central shopping centre in Barcelona.

1999 – 2001 Over this period we became aware of how strongly we had consolidated our relationship with our customers. Our goal became one of constant improvement, enhancing the quality of our products and optimising our processes.

2002 Manel Adell joined Desigual: first as a consultant, then a partner and finally as Managing Director or CEO. We opened our first outlet outside of Barcelona, in Valladolid.

2003 Alongside Martí Guixé we developed our paint-party strategy: our stores were decorated with the creative work of our friends, colleagues and customers. While Desigual gained more and more followers all over the world.

2004 For the Spring/Summer season we presented our very first complete Kids Collection, successfully tackling the challenge of working in such a specific area as kids clothing.

2005 We announced the opening of 24 new stores and set up a new marketing campaign: Naked: enter nude, leave dressed. Naked achieved even greater success than even the most optimistic amongst us had ever imagined it would.

2006 In October we opened our brand store in Singapore, our first incursion outside of Spanish territory. Our rate of growth was astounding and patent on all fronts.
2007 We presented our first coat, “joya”, a garment which managed to make the coat popular again amongst thousands of women the world over. Indeed it has come to be held as emblematic of our work. Desigual disembarked in London with a Brand Store in Regent Street.

2008 We set up our Desigual es-cool: learning to grow. The market saw the launch of our first “Berta” dress and the growth rates came in comfortably above forecast: 80 %.

2009 Our American year: we opened a Brand Store in New York, a corner at Macy’s and our clothes were sold by 500 multibrand stores across the USA. We revisited the design of the original jean jacket which established Desigual’s character in our early years and, for the first time, sales abroad exceeded sales in Spain.

2010 We opened the largest Desigual Store in the world in Madrid: over 2,000 m² distributed over the seven storeys of a building standing on the corner of Calle Preciados and Plaza Callao. And two spectacular new Flagship Stores, one in Paris (Place de la Opéra) and the other in San Francisco (Powell Street). We consider the USA and Asia as two key markets in which we “have planted our flag” and which promise outstanding future growth. And we launched our online store which, during the course of 2011, will be deploying to reach out to new audiences worldwide.

The Desigual Kiss Tour kissed its way through Paris, London and Berlin. And New York stripped off to take part in the “Come in half-naked, leave fully dressed” event at our Broadway Store. We also decided to broaden our range of product categories and are preparing the launch of our bodywear and footwear lines, both in the purest of Desigual styles.

We have implemented practices related to Corporate Social Responsibility, leading us to reflect upon and prioritise our core values.

Life is cool !!!
It’s not the same
