

Atelier Goldner Schnitt

Trebbau exclusive-list



website: www.ateliergs.de
last update: July 2021

target group characteristics

sexcode
women: 98% men: 2%

target groups

- + age: 50 years +
- + women
- + high net income
- + fashion
- + seniors
- + mail order business affine

product information

Atelier Goldner Schnitt GmbH is a mail order company specialized in mid-price range women's fashion located in Münchberg in upper Franconia, Germany. The company is one of the market leaders in the 50+ age segment and is known for perfect fit fashion targeting best-ager customers. Atelier Goldner Schnitt is the number 1 when it comes to size diversity and a perfect fit. Quality-conscious ladies aged 50+ will find the perfect piece of clothing for (almost) any figure. That's what our customers appreciate most: Fitting & Sizes Special and intermediate sizes: extra small, short and normal, all sizes up to 54 All tops are also available in short sizes. 2 trouser types: Classic & Comfort Common standard sizes often do not provide the size and fit more mature women would expect of a garment. Therefore, Atelier Goldner Schnitt has developed a special dimensional concept for sizecompatible cuts - perfectly matched to the womanly body shape. Trousers are not just shorter, the entire cut is adapted to the dimensions of smaller women. Atelier Goldner Schnitt's excellent cut emphasizes the beauty of the female body, but also ensures comfort and freedom of movement. By the time a woman reaches the age of 50, she knows her body well. Therefore, she needs fashion that showcases her silhouette in delicate features and beautiful proportions.

acquisition

- + ads
- + inserts
- + catalogue mailing
- + online
- + webshop

quality

- + inserts possible
- + real age
- + Proof of origin
- + date of purchase
- + Robinson cleaned

selections and prices

101.676	clients last 0-6 months	€ 190,00	o/oo
45.533	clients last 7-12 months	€ 180,00	o/oo
31.455	clients last 13-18 months	€ 170,00	o/oo
23.458	clients last 19-24 months	€ 160,00	o/oo

conditions and additional costs

minimum order quantity

5.000 addresses

minimum invoice amount

60 % of delivery quantity

additional costs:

age selection

€ 8,00 per tsd. min. € 130,00

delivery costs

€ 40,00 flat

selection fee

€ 11,00 per tsd. min. € 200,00

Flagging

€ 130,00 flat

score-selection

€ 25,00 per tsd.

DS-GVO konf.Überpr.+ ggf. Nachlief. current Sperr

€ 75,00 flat

selection improvements

162.001	multibuyers plus	€ 10,00	o/oo
101.602	clients educated affinity politics/science/economics	€ 180,00	o/oo
69.402	clients book lovers/readers	€ 180,00	o/oo
74.996	clients with higher / very high purchasing power	€ 180,00	o/oo
22.787	clients donation affine / high social interest	€ 180,00	o/oo
98.986	clients onlineaffine	€ 180,00	o/oo
74.982	clients wellness/fitness/healthy eating	€ 180,00	o/oo
121.532	clients 1-2 Family houses	€ 180,00	o/oo
21.959	clients beauty fans	€ 180,00	o/oo
9.790	clients bargain hunters	€ 180,00	o/oo
77.668	clients living/garden	€ 180,00	o/oo
99.861	clients fashionaffine/upmarket+other clothing	€ 180,00	o/oo
33.819	clients sweepstakeaffine	€ 180,00	o/oo