

Gina Laura Austria



GINA LAURA

website: www.gina-laura.com

last update: December 2022

target group characteristics

sexcode

women: 98% men: 2%

target groups

+ age: 50 years +
+ abroad
+ abroad Austria
+ women
+ fashion
+ seniors
+ mail order affine

order value (Ø) : € 125,00

acquisition

+ inserts
+ catalogue mailing
+ online

quality

+ inserts possible
+ real age
+ date of purchase
+ postal check
+ Robinson cleaned

product information

Gina Laura is a fashion brand of the Popken Fashion Group. As an Omnichannel company, the Popken Fashion Group sells its fashion line worldwide - in more than 30 countries and 300 stores, by mail order and internet as well as by selected B2B partners.

The collections in the sizes 36 to 54 of Gina Laura are distinguished by modern colors, modern cuts and great value for money. The extensive assortment offers high-quality items such as knitwear, blouses and shirts as well as jackets, vests, trousers and skirts. Scarves, necklaces and many more accessories complete the fashionable collection.

selections and prices

2.401	clients, last 0-12 months	€ 195,00	o/oo
1.216	multi buyers last 0-6 months	€ 205,00	o/oo
257	single buyers last 0-6 months	€ 180,00	o/oo
528	multi buyers last 7-12 months	€ 195,00	o/oo
400	single buyers last 7-12 months	€ 170,00	o/oo
406	multi buyers last 13-24 months	€ 185,00	o/oo
783	single buyers last 13-24 months	€ 160,00	o/oo

selection improvements

year of birth plus	€ 25,00	o/oo
dress size plus	€ 25,00	o/oo

conditions and additional costs

basic selection/provision costs

€ 11,00 per tsd. min. € 200,00
€ 40,00 flat

minimum order quantity

1.000 addresses

minimum invoice amount

70 % of delivery quantity

additional costs:

express delivery costs

€ 75,00 flat

flagging

€ 130,00 flat

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

age selection

€ 8,00 per tsd. min. € 130,00