

## Ulla Popken Belgium

ULLA  
POPKEN

website: [www.ullapopken.be](http://www.ullapopken.be)

last update: December 2022

### target group characteristics

#### sexcode

women: 95% men: 5%

#### target groups

+ age: 45 - 55 years  
+ age: 50 years +  
+ abroad  
+ abroad Belgium  
+ women  
+ fashion  
+ mail order affine

#### acquisition

+ inserts  
+ catalogue mailing  
+ online

#### quality

+ inserts possible  
+ real age  
+ date of purchase



### product information

Ulla Popken 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.

Trendy, feminine styles and bright colors, even in large sizes - that characterizes the fashion of Ulla Popken. The mail order company offers up-to-date outfits in the sizes 42 to 64. The assortment ranges from fashion for every day, business outfits and noble fabrics for a sparkling appearance to functional sportswear, swimwear, playful lingerie and accessories. The addresses of Ulla Popken reach fashion-conscious woman over the age of 50 years.

The addresses are available in Germany, France, Belgium, the Netherlands, Austria and Switzerland.

### selections and prices

23.453	clients, last 0-12 months	€ 195,00 o/oo
876	single buyers last 0-6 months, Wallonien	€ 180,00 o/oo
2.803	single buyers last 0-6 months, Flanders	€ 180,00 o/oo
974	single buyers last 7-12 months, Wallonien	€ 170,00 o/oo
2.764	single buyers last 7-12 months, Flanders	€ 170,00 o/oo
1.453	single buyers last 13-24 months, Wallonien	€ 160,00 o/oo
4.973	single buyers last 13-24 months, Flanders	€ 160,00 o/oo

#### selection improvements

14.655	multibuyers, Flanders plus	€ 25,00 o/oo
5.114	multibuyers, Wallonien plus	€ 25,00 o/oo
	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

5.000 addresses

#### minimum invoice amount

70 % of delivery quantity

#### additional costs:

##### flagging

€ 130,00 flat

##### express delivery costs

€ 75,00 flat

##### GDPR compliant delivery of curr. suppressions

€ 75,00 flat