



#RE *Love* ANITA
BESTSELLER

www.anita.com/love

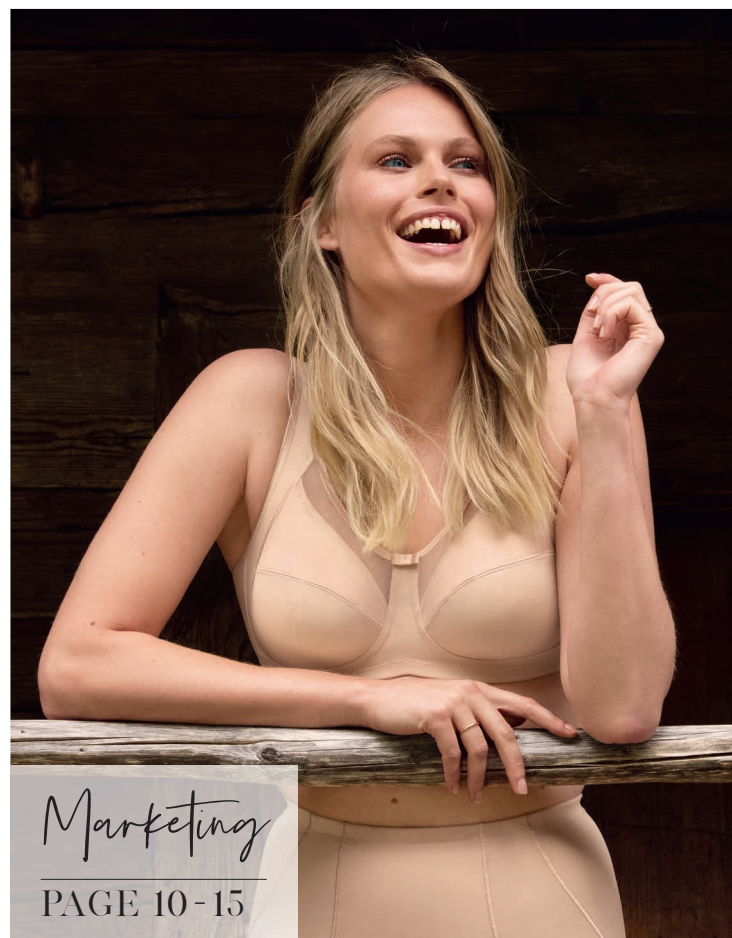
Introducing



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Inspiration

The past weeks have changed us. Being at home so much, we've had time to focus on things old and new – and on ourselves. We've noticed what is missing from our everyday life and what is really important to us personally. Instead of big excursions, we've explored the park around the corner and our own neighbourhood, rediscovering old haunts and appreciating them anew. During this time, our home has taken on a new significance, as our workplace, gym, restaurant and safe place. We've cooked, read and had a good clear-out, and in the process come across lots of old possessions. Many of us have had a good look through the wardrobe and the underwear drawer and pondered: what can I get rid of, what is missing, what are my favourites?

In its almost 140 year history ANITA has created many bestsellers, favourites that women just can't do without. Comfortable underwear that fits easily and is a part of everyday life. We have had some of these pieces in our range for more than 20 years and have reinterpreted them over and over again in different colours and designs. We would like to share our own favourites, in places that we have rediscovered – right on our doorstep in the Upper Bavarian countryside.

Now you too can rediscover our dependable bestsellers – RELOVE ANITA.



Safina



Non-wired support bra 5448

Cup A–D | 75–115 | GB/US 34–50

Cup E–G | 75–100 | GB/US 34–44

- Stretch panels: adapt perfectly to the body's every movement
- Anatomical design: the underbust band is shaped to reduce pressure on the stomach
- Padded straps: wonderfully comfortable during wear

Clara Art

Non-wired comfort bra 5863

Cup B–D | 75–120 | GB/US 34–52

Cup E–H | 75–110 | GB/US 34–48

- Stretch panels: adapt perfectly to the body's every movement
- No sideways slip: straps move with the body and keep everything in place
- Power back: stable support thanks to practical stretch fabric and reduced strain on the shoulders



Clara



Non-wired comfort bra 5459

Cup B–D | 75–120 | GB/US 34–52

Cup E–H | 75–110 | GB/US 34–48

- Stretch panels: adapt perfectly to the body's every movement
- No sideways slip: straps move with the body and keep everything in place
- Power back: stable support thanks to practical stretch fabric

Fleur



Underwire bra 5653

Cup B-F | 70-105 | GB/US 32-46

Cup G-H | 70-95 | GB/US 32-42

Cup I-J | 70-90 | GB/US 32-40

- Extra smooth lace is invisible under tight clothing
- The first Rosa Faia bra with a special design for the back
- Straps angled more towards the centre prevent slipping and move with the body's every movement

Selma

Underwire bra 5634

Cup B-E | 70-105 | GB/US 32-46

- Stretch lace over transparent tulle in the upper cup fits the bust beautifully
- For F cup and up, a side panel in the cup ensures perfect support and a beautiful breast shape
- Ergonomically shaped wires move with the body without digging in



Twin



Non-wired soft bra 5493

Cup A-C | 70-110 | GB/US 32-48

Cup D-F | 70-100 | GB/US 32-44

- The most popular Rosa Faia feel-good bra
- Double-layered, seamlessly pre-formed cups for perfect support and a natural breast shape
- Breathable stretch fabric provides unbeatable comfort during wear

Momentum



Sports bra 5529

Cup A | 70–100 | GB/US 32–44
 Cup B | 65–90 | GB/US 30–40
 Cup C–E | 65–105 | GB/US 30–46
 Cup F | 65–100 | GB/US 30–44
 Cup G | 65–95 | GB/US 30–42
 Cup H | 65–85 | GB/US 30–38

- Seamless: with the special construction of the outer and inner cups there are no seams against the skin
- Smooth tailoring: butterfly band at the side for flat edges and extra comfort during wear
- Comfort straps: made of lightweight, breathable spacer fabric
- Underbust band: made of soft, breathable fabric with a capillary structure to wick moisture away



ACTIVE

Air control DeltaPad



Sports bra with DeltaPad cups 5544

Cup AA–E | 65–95 | GB/US 30–42
 Cup F | 65–90 | GB/US 30–40
 Cup G | 65–85 | GB/US 30–38
 Cup H | 65–80 | GB/US 30–36

- DeltaPad: patented, ultralight foam cup with cut-out sections around the base and side for optimum breathability
- Comfort straps: made of lightweight, breathable spacer fabric
- Underbust band: made of soft, breathable fabric with a capillary structure to wick moisture away

10 + 1 promotion

With an order of at least **10 bras** and/or **bodies** from the Safina, Clara, Clara Art, Fleur, Twin, Selma, Momentum or Air Control Delta Pad ranges/items, the customer receives **one item free of charge**.*

Promoted styles	Style No.	Colour	Cup	Briefs - optional
Safina	3448, 3449, 5448, 5449	007, 612, 550, 001, 006	all	1451, 1849
Clara	3459, 5459, 5859, 5860	001, 006, 007	all	1760
Clara Art	3563, 5863, 5864, 5865	001, 047, 769	all	1763
Essentials		001, 753, 408, 769, 107		1342, 1343
Fleur	5653, 5654	001, 408, 769, 612	all	1353.1, 1354, 1355, 0600
Selma	5631, 5634, 5635, 5637	001, 006,382, 596, 826	all	1335, 1336
Twin	5490, 5493, 3489	001, 006, 047, 382, 722, 753	all	1491
Momentum	5529	001, 006, 371, 753, 468	all	1627, 1629
Air Control Deltapad	5544	107, 006, 408, 588, 595, 388, 222**, 459**, 842**	all	1627, 1629

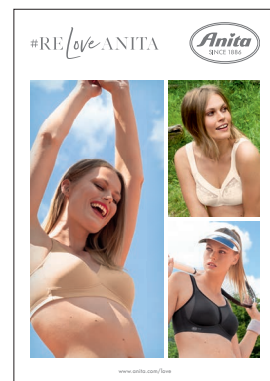
*the cheapest item is always added free of charge.
 **not in consumer flyer

10 + 1 promotion



Sales promotion

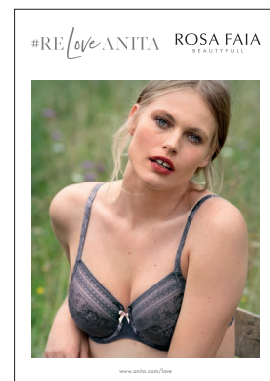
Our support for you at the POS:



**Bestseller Poster
#RELOVEANITA**

W744Y
DIN A1:
59.4x84.1 cm
23x33 inch

5493.722
5448.612
5544.408



**Bestseller Poster
#RELOVEANITA**

W945Y
DIN A1:
59.4x84.1 cm
23x33 inch

5653.408



**Bestseller Poster
#RELOVEANITA**

W745Y
DIN A1:
59.4x84.1 cm
23x33 inch

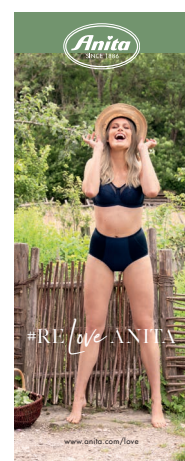
5448.612



**Bestseller Poster
#RELOVEANITA**

W445Y
DIN A1:
59.4x84.1 cm
23x33 inch

5544.408



**Bestseller Flag
Anita since 1886
#RELOVEANITA**

W746Y
80x208 cm
31x82 inch

5863.001
1763.001



**Bestseller Flag
Anita active
#RELOVEANITA**

W446Y
80x208 cm
31x82 inch

5529.001



**Bestseller Flag
ROSA FAIA
#RELOVEANITA**

W946Y
80x208 cm
31x82 inch

5493.722

Sales promotion



**Bestseller Paper door
handle hanger (Wobbler)
#RELOVEANITA**

W741Y
8.5x29 cm
3x11 inch



**Bestseller Consumer flyer
#RELOVEANITA**

W740Y
DIN A5:
14.8x21 cm
6x8 inch



**Mirror sticker
#RELOVEANITA**

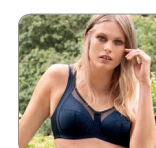
W743Y
24x3 cm
9,4x1,1 inch



**Window sticker
#RELOVEANITA**

W742Y
64x18,5 cm
25x7 inch

Image Films #RELOVEANITA



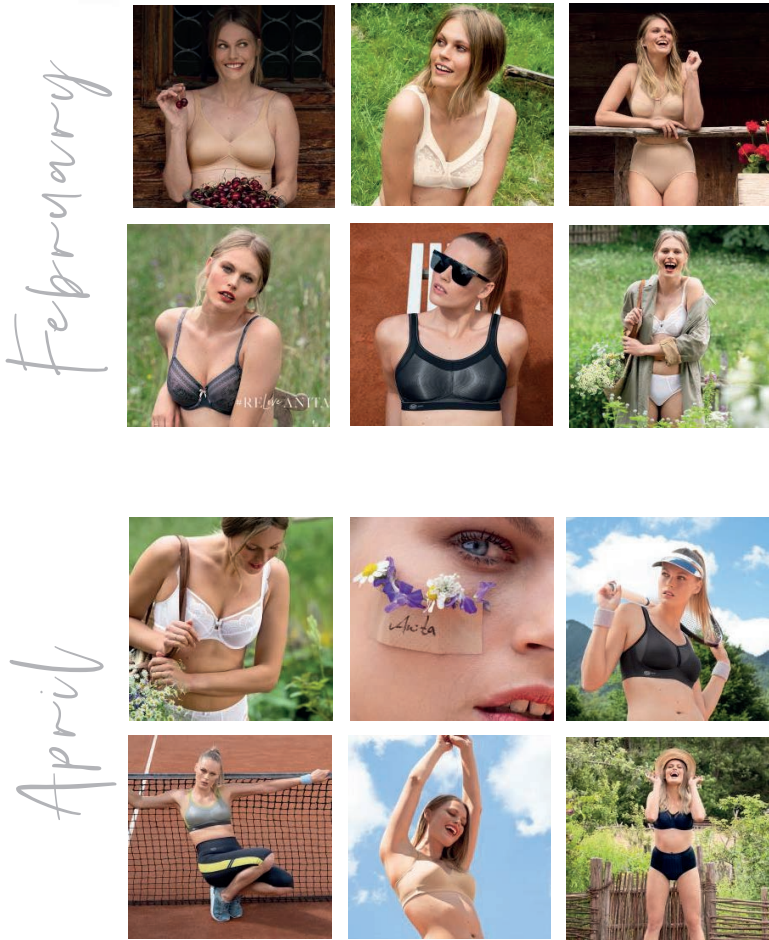
In lengths of:
60 seconds
20 seconds
Instagram format

Social Media

Instagram Post



Facebook



Instagram Feed

Social Media

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
February	1	2	3	4	5	6	7 Blog Post
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
April				1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18

Shop Window Photo Competition

So what's this about then?

Using our Bestseller POS materials – and of course their own creativity – stockists can participate in our competition by creating a beautiful #RELOVEANITA window display and sharing their photos.

Who can take part?

Anyone taking part in the 10+1 Bestseller promotion and receiving the accompanying Bestseller POS materials.

(With an order of at least 10 bras and/or bodies from the Safina, Clara, Clara Art/Twin/Momentum or Air Control Delta Pad ranges/items, the customer receives one item free of charge.)

Each region or each sales representative can determine which customers can participate in the 10+1 Bestseller promotion.

When does the photo competition run?

01.02.21–15.04.21

How is the winner decided?

All participants' pictures will be uploaded to our competition landing page. This is where everyone can vote for their favourite shop window. All participants can share this page via their own social media channels and encourage voting.

When the competition closes, the participant with the most 'Likes' wins.

Last but not least - WHAT CAN YOU WIN?

A girls' night out worth €500,- for the best/most loyal customers to be held in the shop.

Plus, the winner will receive a Bavarian gift basket with all kinds of specialities from Anita's home in Brannenburg, Upper Bavaria, and 20 special Anita silk scarves.

We want this girls' night to support business. Hopefully it will also contribute to an increase in sales and strengthen ties with customers.

Naturally, the COVID-19 guidelines in force at the time must be complied with.

As further support we will provide all participants with a pack of blank invitations and an event checklist. So it's not just the winner who can plan a girls' night out!

Shop Window Photo Competition

How is the Anita photo competition being promoted?

Social media

- General promotion of the #RELOVEANITA campaign on Instagram and Facebook
- Announcement of the shop window photo competition on social media
- Newsletter for participants

Online 'Shop Window Competition' pack for all participants

- Social media posts
- Email footer
- Mailing templates

PR

- Info in the trade press (probably the January issue)

What are the advantages of taking part?

- Chance to win a great prize
- Shop promotion on our competition landing page <https://www.bergzeit.de/magazin/fotocontest/poc-seamless-fit/>
- The earlier you participate in the 10+1 promotion, the more time people will have to vote for participants
- The winner will be included again in social media posts



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