

PRESS RELEASE

Leading european apparel outdoor brand Bushman and it's american dream

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Bushman leading European apparel outdoor brand opened a showroom on Manhattan. The Czech clothing brand has got a base in the spaces of a Czech-American multinational company MEOPTA.

Bushman is one of the five Czech companies participating on the Meohub project that will help it with expansion on the American market.

Bushman lifestyle brand, inspired by outdoor and expedition clothing has been present on the market since 1997. Currently, it runs 40 stores and e-commerce. It managed to gain a stable market position not only in the Czech Republic, but also in Europe. At the moment, the company took the advantage of the opportunity to start operating in New York. *„We chose companies that have unique products, experience with expansion in other markets and high growth potential. I am very happy that Bushman will use the opportunity to show its potential the most competitive market in the world,* "says David Rausnitz, co-owner of the project Meohub.

Currently, Bushman is working on marketing analysis and preparing a striking strategy for 2016. Its team consists of professionals with years of experience *"We had two exhibitions focused on hunting and outdoor themes in Salt Lake City and in Las Vegas. In January 2016, together with Meopta, we are going to visit other cities, in order to get to know our competitors and the largest player in the US market,* "said Pavel Nohavy, CEO of the start-up business in America.

Lifestyle brands are the future trademarks

You could say that the US market is already flooded with a number of fashion brands and new ones appear all the time. *"Mark Bushman is not just about clothes. It's a certain lifestyle that is embedded in all our products,* "says Jindřich Melichar, founder of the company. He himself is an adventurer and world traveler. The experience from his traveling were used to improve the quality of the outdoor clothing that Bushman offers. *"In 15 years on the market we had the opportunity to find out exactly what our customers are looking for, what suits them and makes them feel good. It has shown us which direction to take. Therefore, I believe that we will find our customers also on the US market,* "says Melichar.

Forget about the fads

Bushman is not considered a classic fashion brand, which affects the current fashion trends. Its priority is timelessness, quality, comfort and functionality for a wide range of activities. *"The variety of our products is not only suitable for long travels, (e.g. around Africa or beach holiday), but also for everyday wear to work or for a town experience,"* Jindřich Melichar told us.

The brand is targeting men and women who have a traveler's and adventurous heart and soul. Those are well aware that it is important to choose quality clothes to accompany them during often difficult journeys. They are looking for the so-called second skin that protects them in all activities and weather conditions, simply wherever there is a need to blend in with the local environment.

Bushman's hallmark are the key colors like beige, khaki, brown and olive green. The materials used are mainly natural materials such as cotton, wool, linen or bamboo skin.

The inspiration hidden in nature

Where else would the creators of the brand Bushman look for inspiration other than in the countryside. Their initial thought was the passion for life and nature. Thus, all their products meet stringent quality standards. Bushman takes the environment very seriously. That's why its products are easy to recycle, thus, helping to reduce the amount of waste. In addition, Bushman supports several humanitarian and ecological environment protection projects, such as water for Africa with UNICEF.

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