

PRESS RELEASE

TICA, Trends & Trade and Fashion Extras continue as a single brand: TICA Trends & Trade.

The Netherlands' leading B2B buying centers continue as one brand. TICA, Trends & Trade and Fashion Extras are now called: TICA Trends & Trade. Trends & Trade serves as a 'subtitle' in order to remain recognisable among the large group of entrepreneurs who have been shopping in Venlo for years. Fashion Extras carries on as TICA Concept Store. To ensure the growth that TICA and Trends & Trade have experienced both online and outside the Netherlands in recent years, it was decided to continue as a single brand with a new look.

"Everyone can be distinctive, that is our vision. At TICA Trends & Trade, retailers, stylists, hospitality entrepreneurs and project designers, among others, buy from the cash & carry's where over 300 brands present their collections. Exactly those items that are essential to them can be bought by piece, there is no minimum order. Imagine 50 florists visit TICA Trends & Trade, they will all leave at the end of the day with a different selection of items." So says commercial director Rogier Uivel. "But our ambitions extend beyond the cash & carry we are known for. We want to expand our formula for success and that requires a change of scenery."

Starting in January, the latest spring trend will be presented and this will be accompanied by a festive reception for all visitors on January 3th and 4th at the locations. Just like the many trends recent years, this trend has been developed by the in-house stylist team and captured with products from the cash & carry. This trend is entirely dedicated to the new look of TICA Trends & Trade. Not your average lifestyle trend; all the more an inspiration for entrepreneurs in the lifestyle branch who, just like TICA Trends & Trade, strive for (even) more success!

For more information, visit www.tica.nl/en/we-are-one

Note to editors, not for publication

For more information and/or to request logos and HR images, please contact Lieke Linssen, Marketing & Communications Department.

T. 0031 77 321 90 38 | E. lieke@pwmarkets.nl