



briefly

LC Waikiki

everyone deserves to dress well



*briefly*

**LC Waikiki**  
everyone deserves to dress well

# *About The Brand*

LC Waikiki was established in 1988 and since 1997 has been operating as LC Waikiki Retail, dressing the world with our “Everybody deserves to dress well” mission and an “affordable fashion” concept. LC Waikiki has been carrying on its growth adventure for 33 years both in Turkey and abroad. LC Waikiki, a leading player in the ready-to-wear industry, “operates today in 47 countries with more than 1000 stores, over 47,700 employees.” LC Waikiki aims to become one of the three most successful fashion brands of Europe by growing to 1500 stores globally by 2023.





# Values

**Our Mission:**

“To dress people in line with their life styles and budgets and to make them feel good” is based on our **“Everyone Deserves to Dress Well”** policy.

**Our Vision:**

To become one of the top 3 fashion retailer brands of **Europe by 2023.**

**LC WAIKIKI**

BEING VIRTUOUS

ACHIEVING TOGETHER

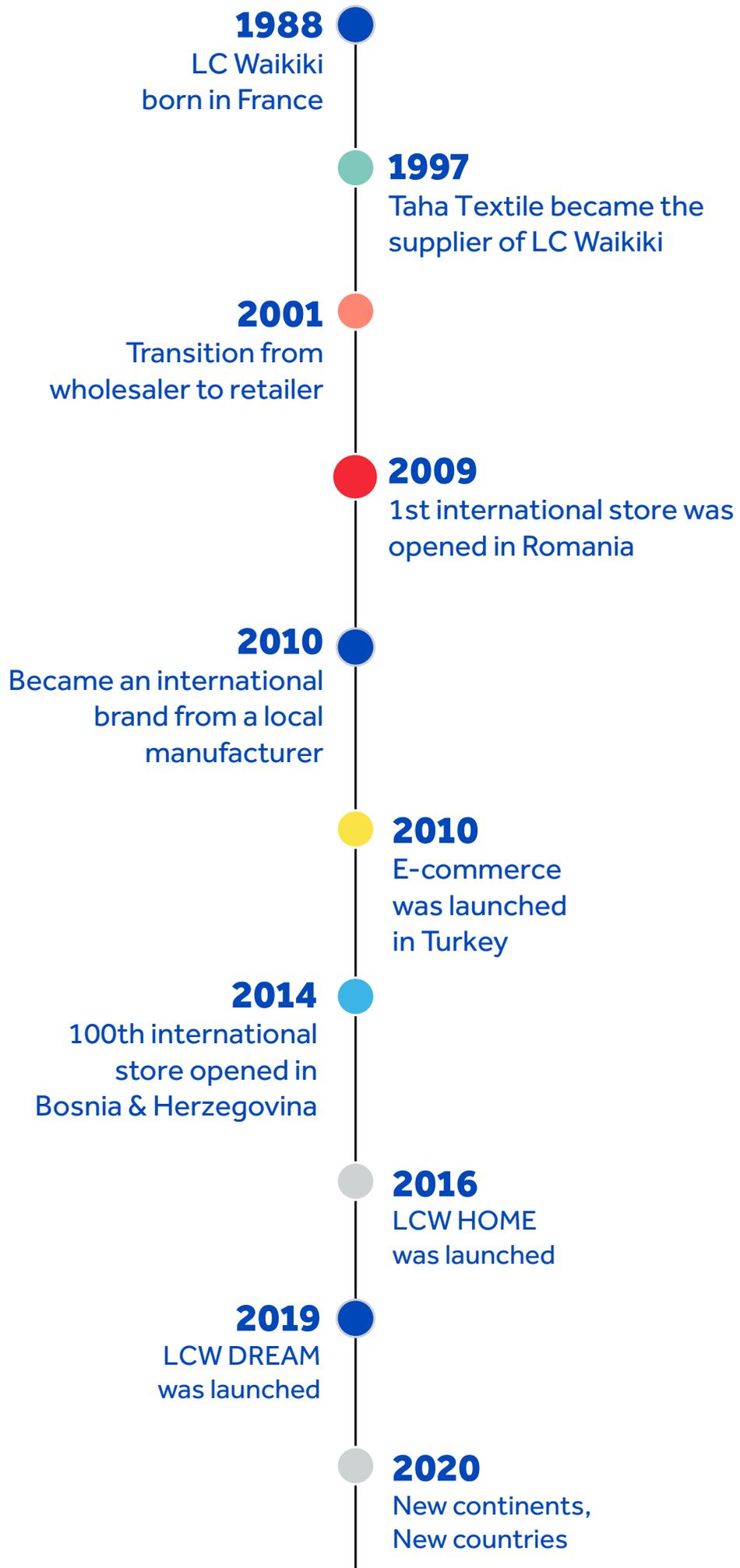
EXTENSIVE EXPERTISE

BEING CUSTOMER-ORIENTED

CHALLENGING THE DIFFICULTIES



*Milestones*





*E-commerce*

**LC WAIKIKI**

**2010**

Turkey

**2017**

Austria, Belgium, Bulgaria  
Czechia, Denmark, England  
Estonia, France, Finland  
Germany, Greece, Holland  
Hungary, Ireland, Italy  
India, Latvia, Lithuania  
Poland, Portugal, Romania  
Russia, Serbia, Slovakia,  
Slovenia, Sweden

**2018**

Egypt, Hong Kong, Indonesia  
Kazakhstan, Malaysia, Morocco  
Philippines, Singapore, Taiwan  
Ukraine

**2019**

Belarus, Spain, United States

**2020**

Georgia



*LC Waikiki*  
*by Numbers*



Market leader in  
**18 Countries**



**21,0 billion**  
sales in 2019



More than  
**1000**  
stores



over  
**47.700**  
employees



**47**  
countries



More than  
**1.700.000 sqm**







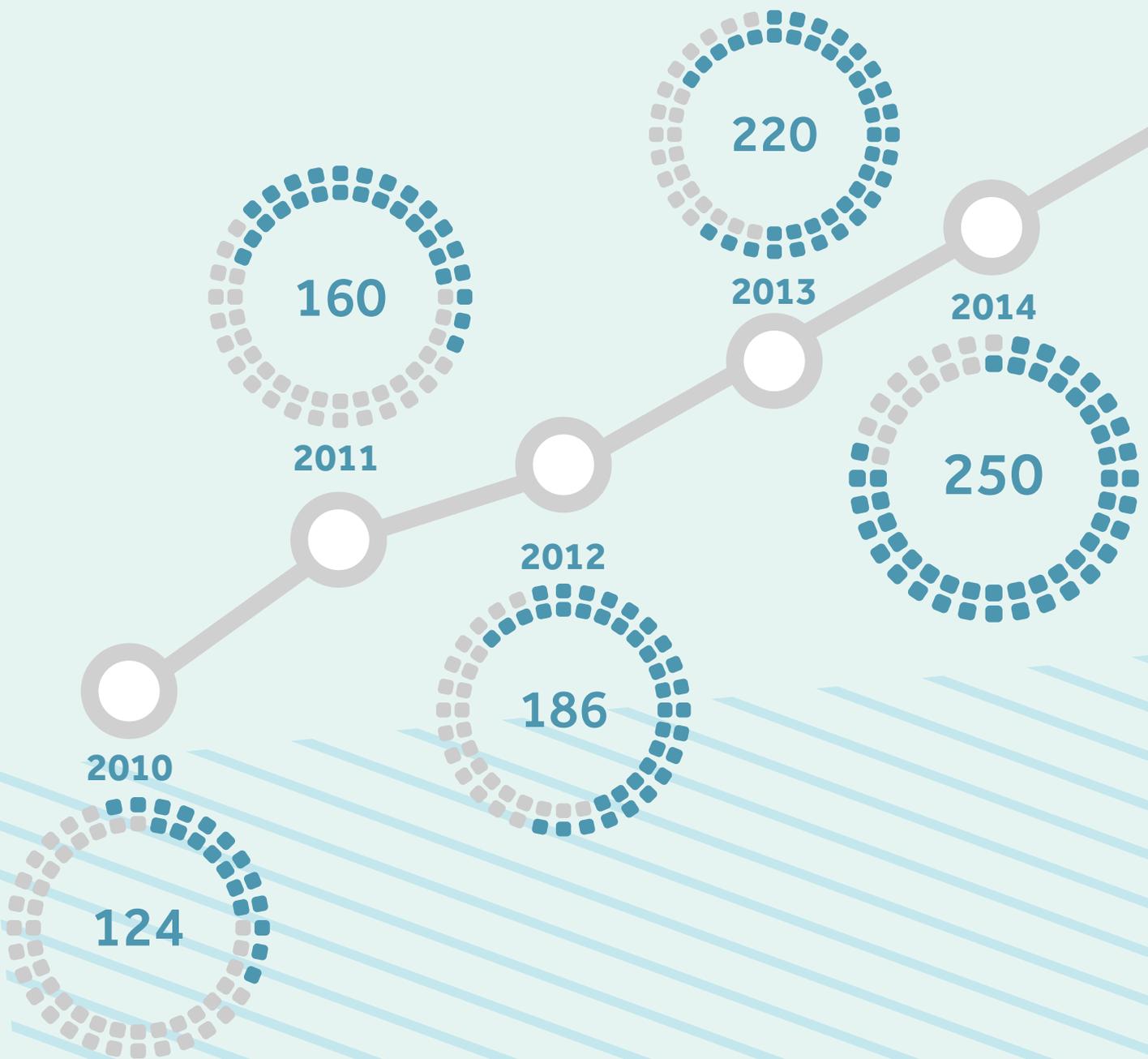
Disappear From Sight

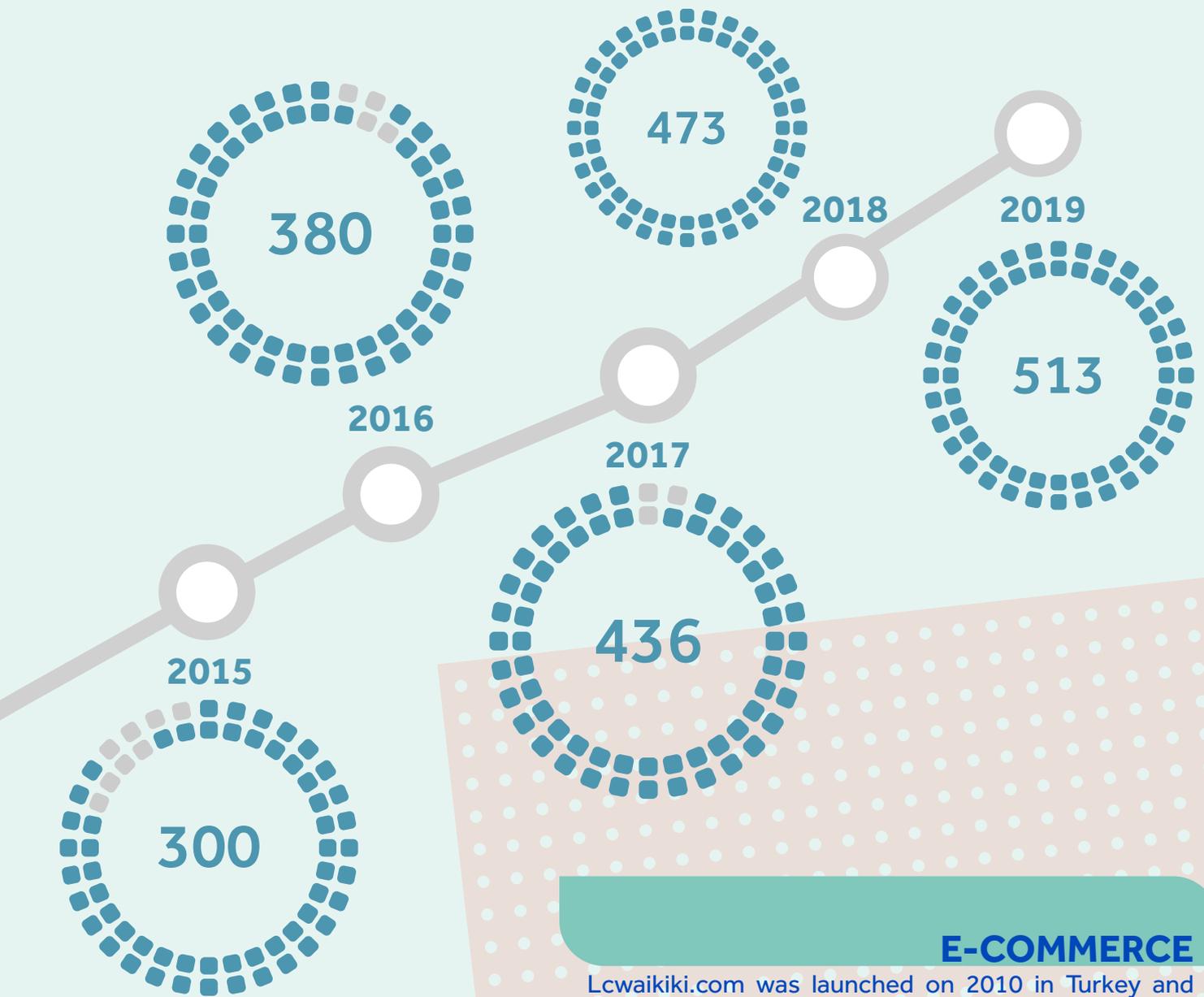
LC Waikiki

UN FANTASMA CHE SI RISVEGLIA IN UN'ALTRA VITA  
RINASCENDO E CESSANDO DI ESSERE SE STESSO. UN FANTASMA CHE  
PROTEGGE IL MONDO DA UN CAOS DI IMPREVEDIBILI. UN FANTASMA CHE  
RINASCENDO E CESSANDO DI ESSERE SE STESSO, SI MUOVE IN UN MONDO  
RINASCENDO E CESSANDO DI ESSERE SE STESSO, SI MUOVE IN UN MONDO  
RINASCENDO E CESSANDO DI ESSERE SE STESSO, SI MUOVE IN UN MONDO  
RINASCENDO E CESSANDO DI ESSERE SE STESSO, SI MUOVE IN UN MONDO

# Number of Units Sold Per Year

A tremendous growth from 12 million units in 2001 to 513 million units in 2019





## E-COMMERCE

Lcwaikiki.com was launched on 2010 in Turkey and continues to grow worldwide. Currently, it is operating in 43 countries.

## COSTUMER PROFILE

"LC Waikiki appeals to a very wide group, targeting everyone from newborn to elderly. Regardless of their age, LC Waikiki shoppers follow retail fashion trends closely and are keen on their style. They are smart shoppers who are price sensitive and decision makers. They also prefer to purchase garments for all their family members."

-  Algeria \*
-  Bahrain \*
-  Egypt
-  Iran \*
-  Iraq
-  Israel
-  Jordan \*
-  KSA \*
-  Kuwait \*
-  Lebanon \*
-  Libya \*
-  Malta \*
-  Oman \*
-  Palestine \*
-  Qatar \*
-  Saudi Arabia \*
-  Tunisia \*
-  UAE \*

-  Albania
-  Belarus
-  Bosnia
-  Bulgaria
-  Croatia
-  Czech Republic
-  Greece
-  Hungary
-  Kosovo
-  Macedonia
-  Moldova
-  Montenegro
-  Morocco
-  Poland
-  Romania
-  Serbia
-  Ukraine

-  Armenia
-  Azerbaijan \*
-  Cyprus \*
-  Georgia
-  Russia
-  Turkey

\* FR stands for franchise operations.

OUR VISION IS TO BECOME ONE OF THE THREE MOST SUCCESSFUL FASHION RETAILERS

## IN EUROPE BY 2023

LC Waikiki opened its first international store in 2009 in Romania, and since then has expanded rapidly across the globe. The brand has stores located in Albania, Algeria, Armenia, Azerbaijan, Bahrain, Belarus, Bosnia **Herzegovina**, Bulgaria, Cyprus, Congo, Croatia, Egypt, Georgia, Greece, Hungary, Indonesia, Iran, Iraq, Israel, Jordan, Kazakhstan, Kenya, Kosovo, Kuwait, Kyrgyzstan, Lebanon, Libya, Macedonia, Malaysia, Malta, Moldova, Montenegro, Morocco, Oman, Palestine, Poland, Qatar, Romania, Russia, Saudi Arabia, South Africa, Serbia, Tajikistan, Tunisia Turkey, TRNC, UAE, Ukraine and Uzbekistan. LC Waikiki plans on expanding and establishing its presence in the world with an aim of reaching 1000 international stores until the end of 2023.

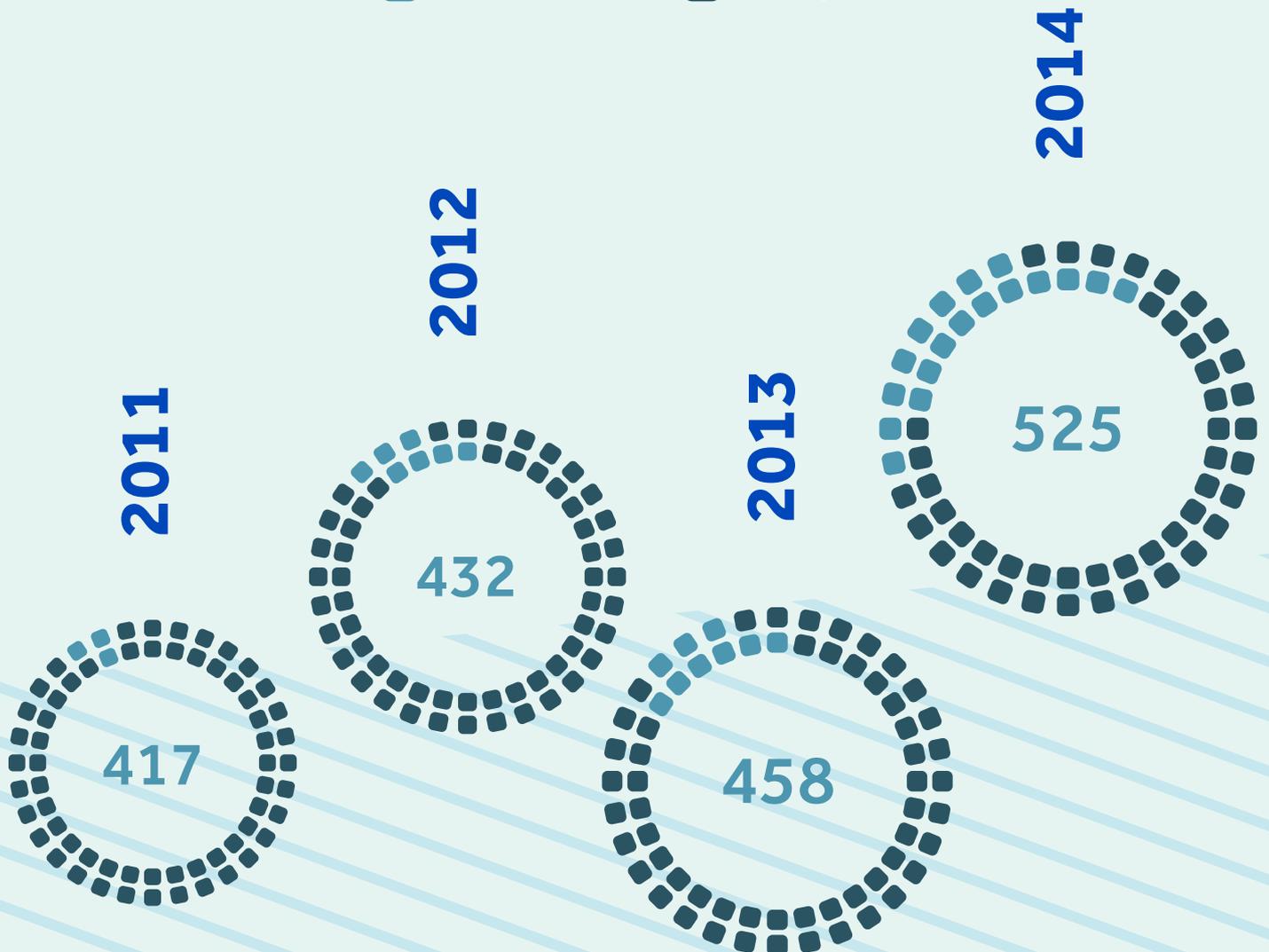
-  Congo\*
-  Ghana
-  Indonesia
-  Kazakhstan
-  Kenya
-  Kyrgyzstan
-  Malaysia
-  Peru
-  South Africa
-  Tajikistan
-  Uzbekistan
-  Uganda
-  Zambia

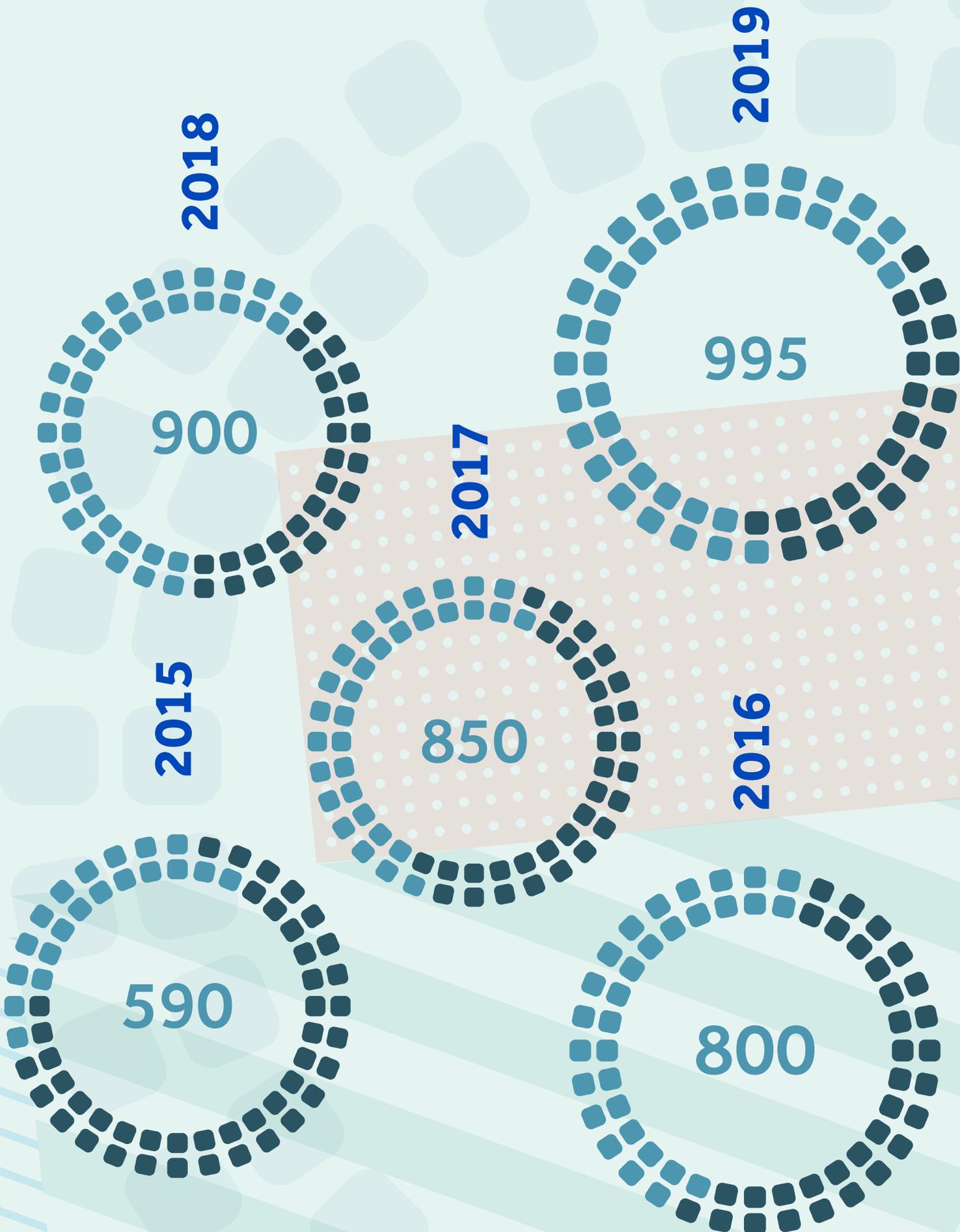
# Stores

## LC Waikiki Store Numbers

More than 1.700.000 sqm

■ International ■ Turkey





\*We open 2 stores every week.

# Stores

SOME OF OUR  
STORES WORLDWIDE





# S

## Sub-Brands



**LCW SPORTS**

**LC waikiki**  
*Maternity*

**LCWKIDS**

**LC waikiki**  
CLASSIC

**LCW CASUAL**

**LC waikiki**  
BASIC

**LCWJEANS®**

**LCW HOME**

LCW  
*VISION*

**LCW DREAM**

**LCW MODEST**



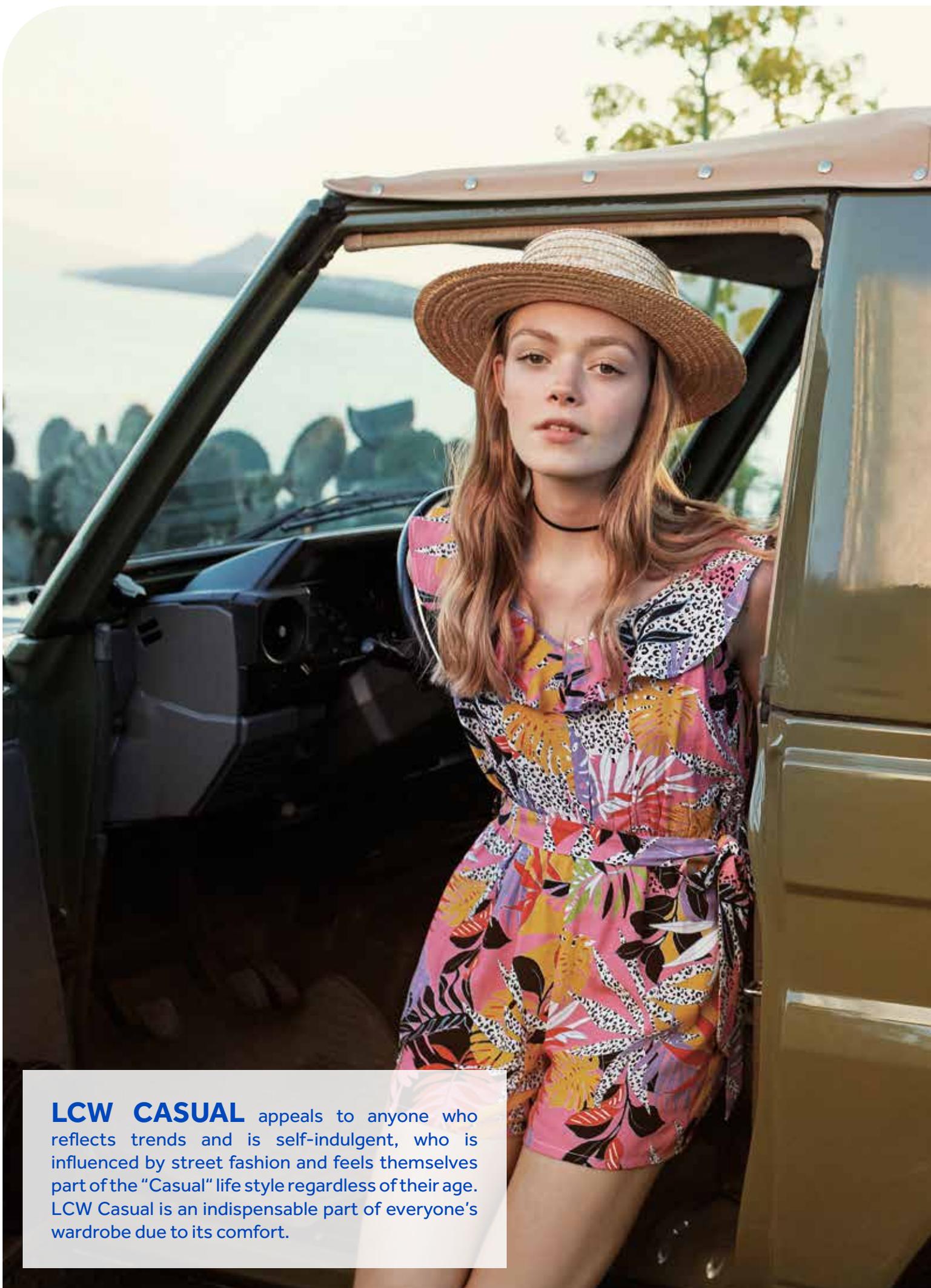
LCW CASUAL

BRAND  
CONCEPT









**LCW CASUAL** appeals to anyone who reflects trends and is self-indulgent, who is influenced by street fashion and feels themselves part of the "Casual" life style regardless of their age. LCW Casual is an indispensable part of everyone's wardrobe due to its comfort.











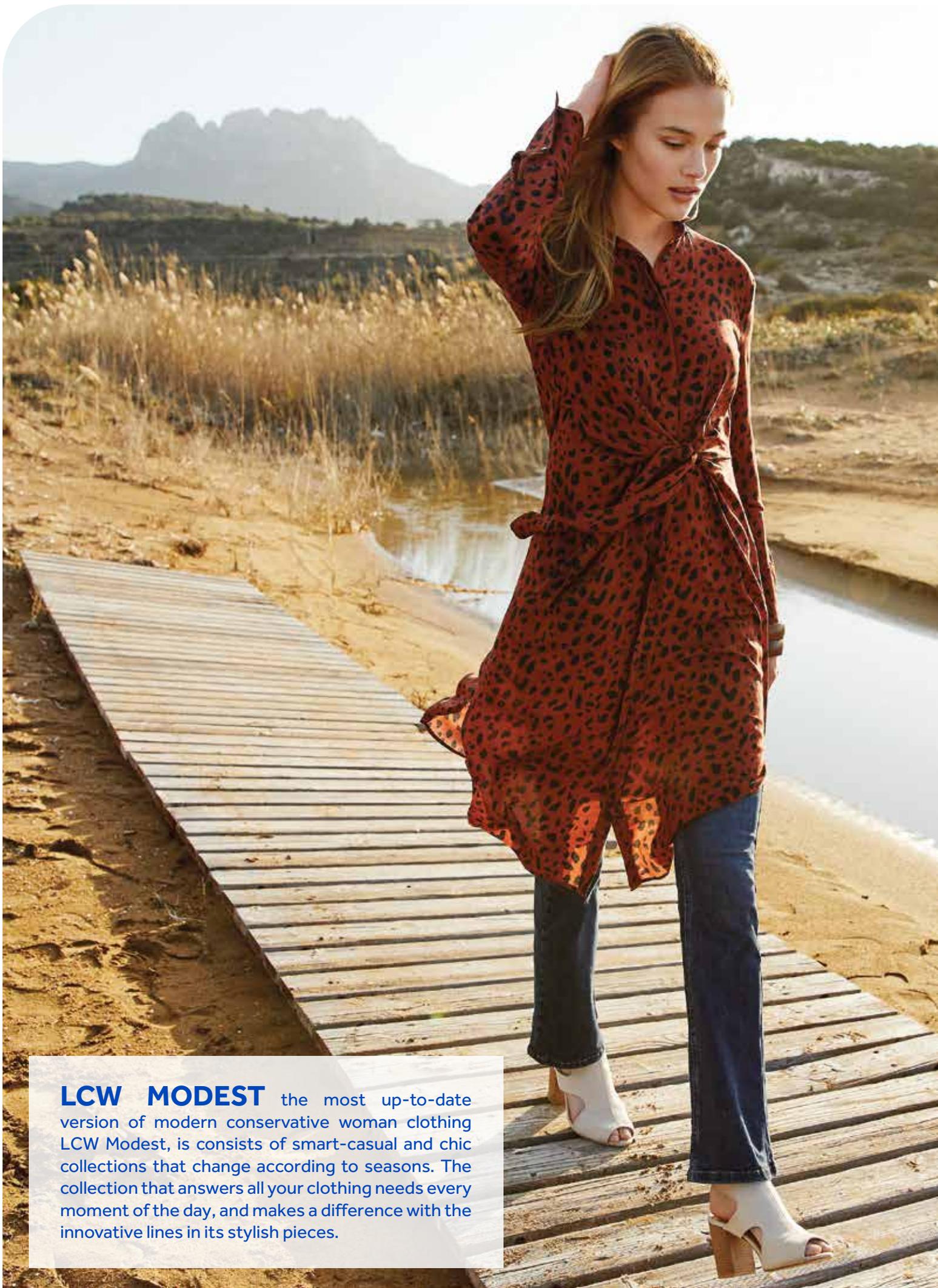




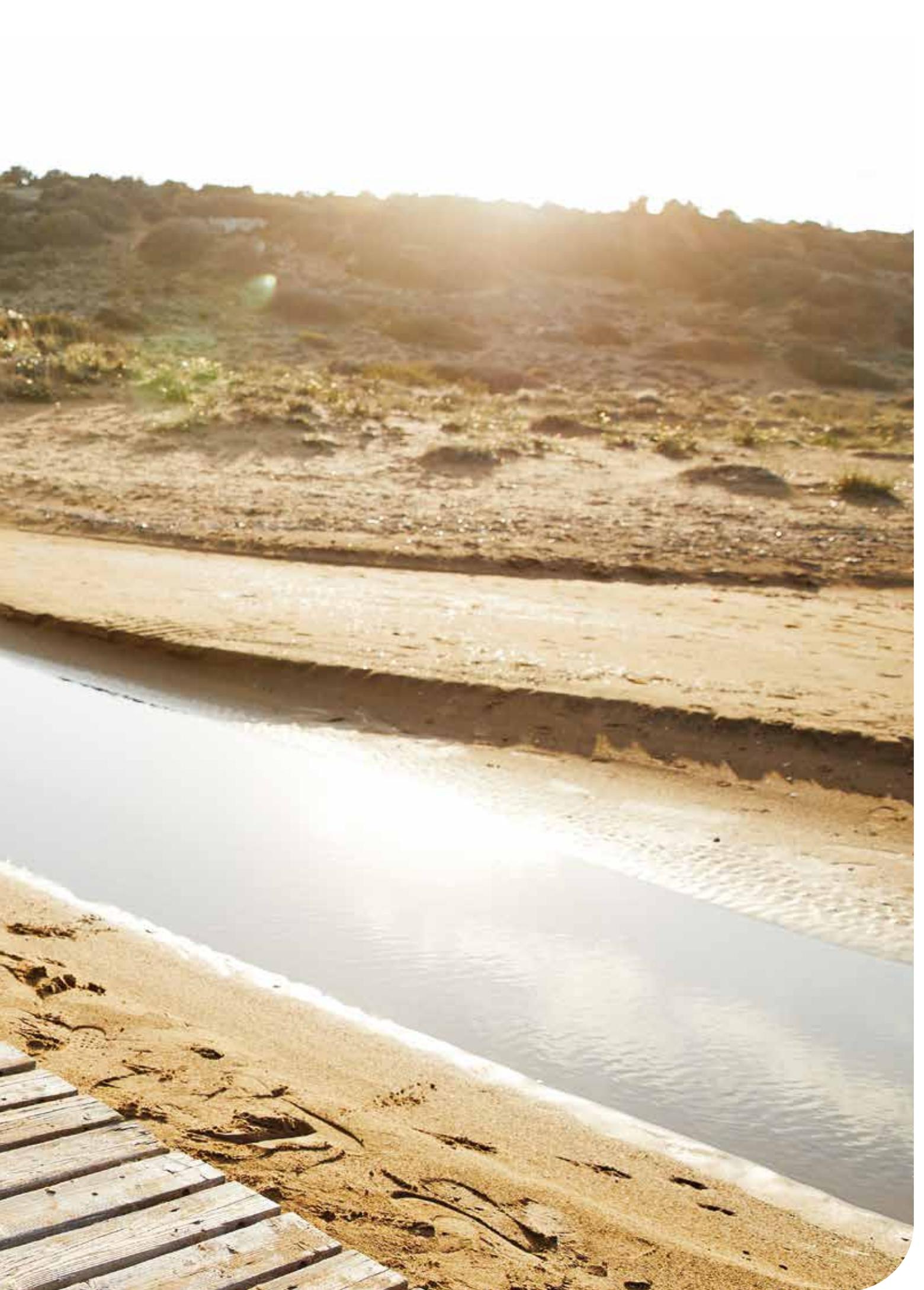
LCW MODEST

BRAND  
CONCEPT





**LCW MODEST** the most up-to-date version of modern conservative woman clothing LCW Modest, is consists of smart-casual and chic collections that change according to seasons. The collection that answers all your clothing needs every moment of the day, and makes a difference with the innovative lines in its stylish pieces.



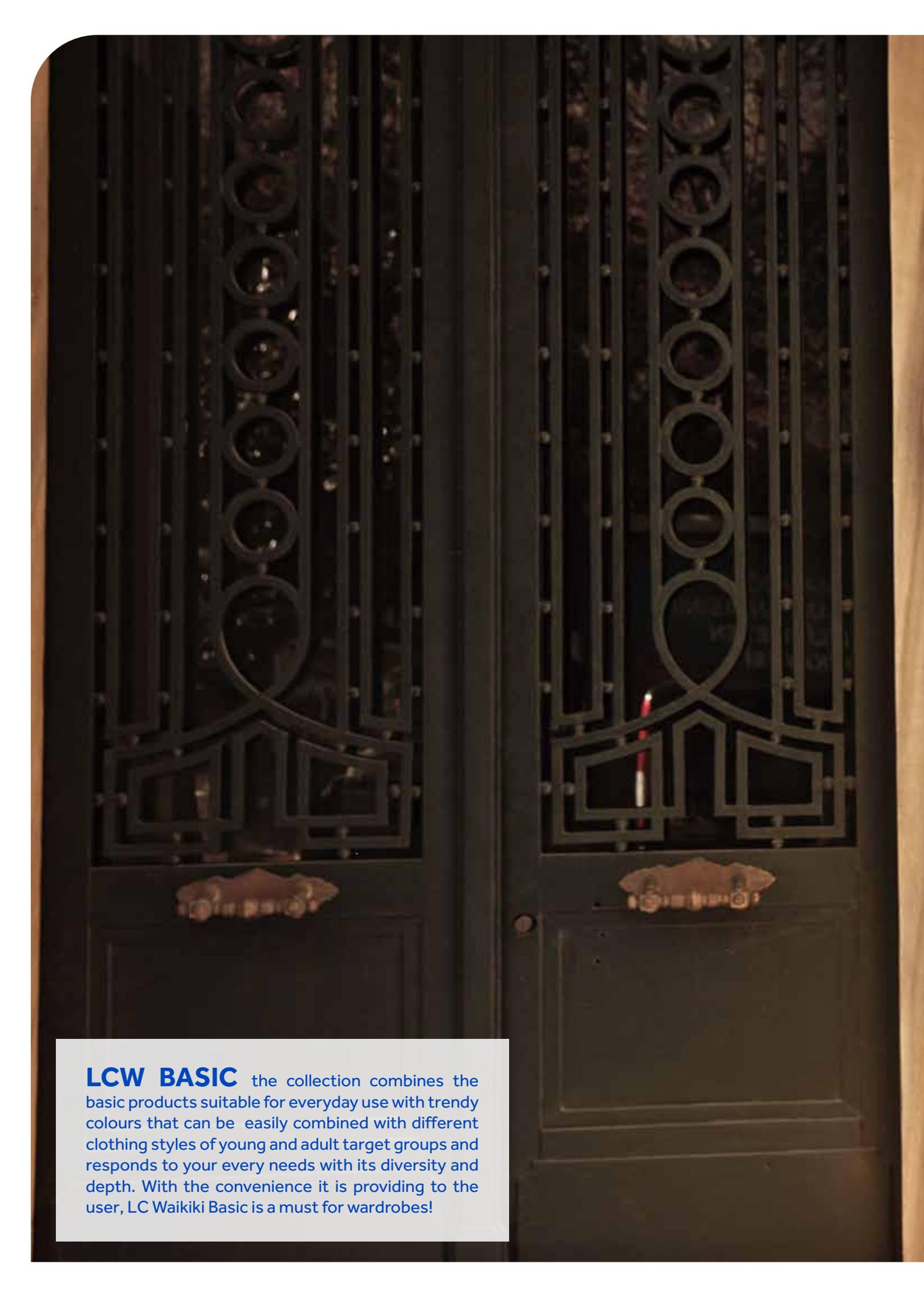




**LC waikiki**  
BASIC

BRAND  
CONCEPT





**LCW BASIC** the collection combines the basic products suitable for everyday use with trendy colours that can be easily combined with different clothing styles of young and adult target groups and responds to your every needs with its diversity and depth. With the convenience it is providing to the user, LC Waikiki Basic is a must for wardrobes!







**LC Waikiki**  
CLASSIC

BRAND  
CONCEPT















LCW  
VISION

BRAND  
CONCEPT



33<sup>A</sup>













LCWJEANS<sup>®</sup>

BRAND  
CONCEPT





**LCW JEANS**, is assertive with its different patterns and denim effects that appeal to those who prefer clothes made of denim fabric as an indispensable element of their life-styles and those who express the confidence of moving with dynamism and comfort.











**LCWKIDS**

**BRAND**  
**CONCEPT**

m. bölümü





**LCW KIDS** meeting the daily and special day needs of 4 to 14 year old children, LC Waikiki Kids offers a wide variety of trendy products that allow families and children to create their own style. The collection consists of energetic and entertaining products, while also focusing on the importance to children's health and safety.







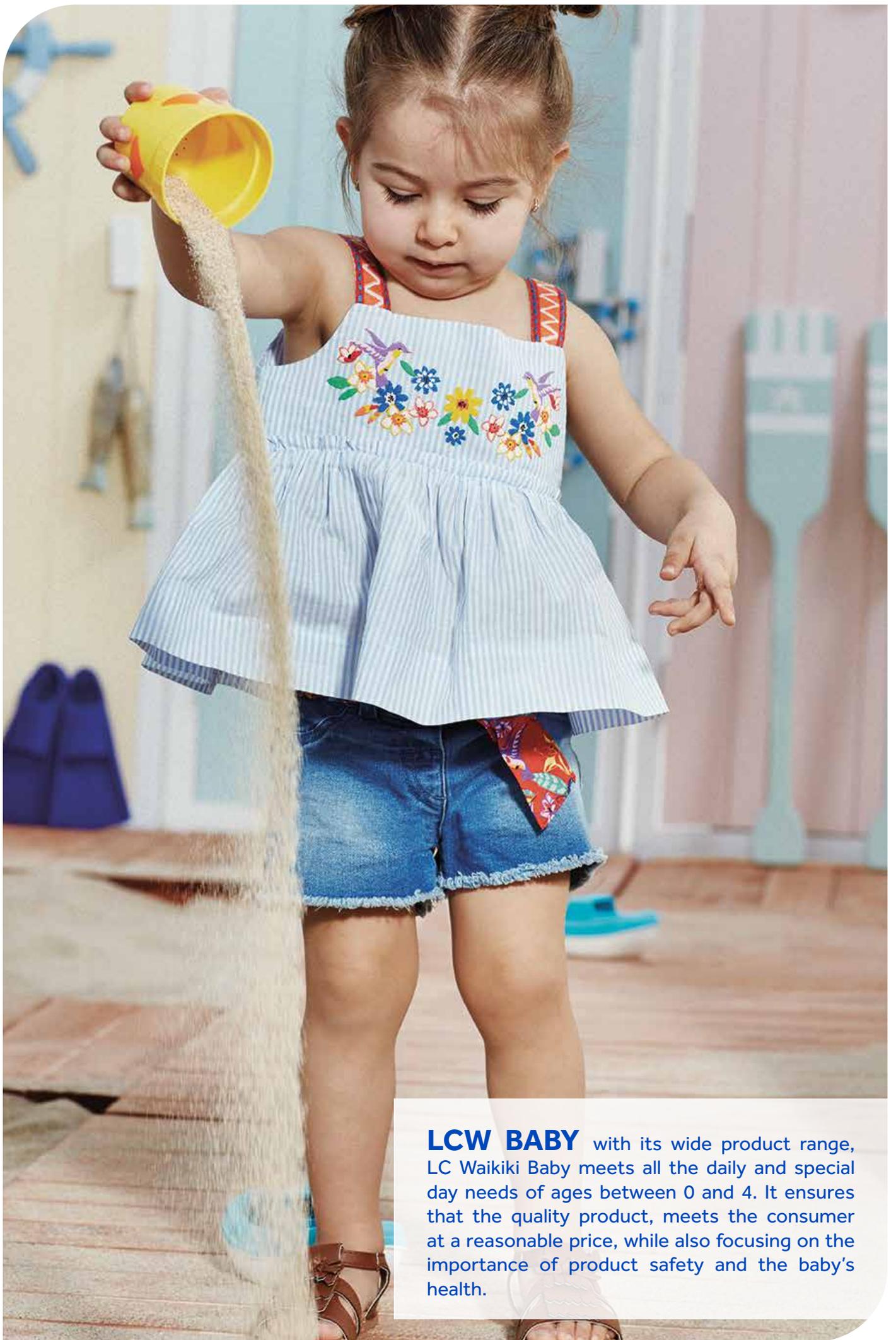


**LC WAIKIKI**  
baby

BRAND  
CONCEPT







**LCW BABY** with its wide product range, LC Waikiki Baby meets all the daily and special day needs of ages between 0 and 4. It ensures that the quality product, meets the consumer at a reasonable price, while also focusing on the importance of product safety and the baby's health.









**LC Waikiki**  
*Maternity*

BRAND  
CONCEPT





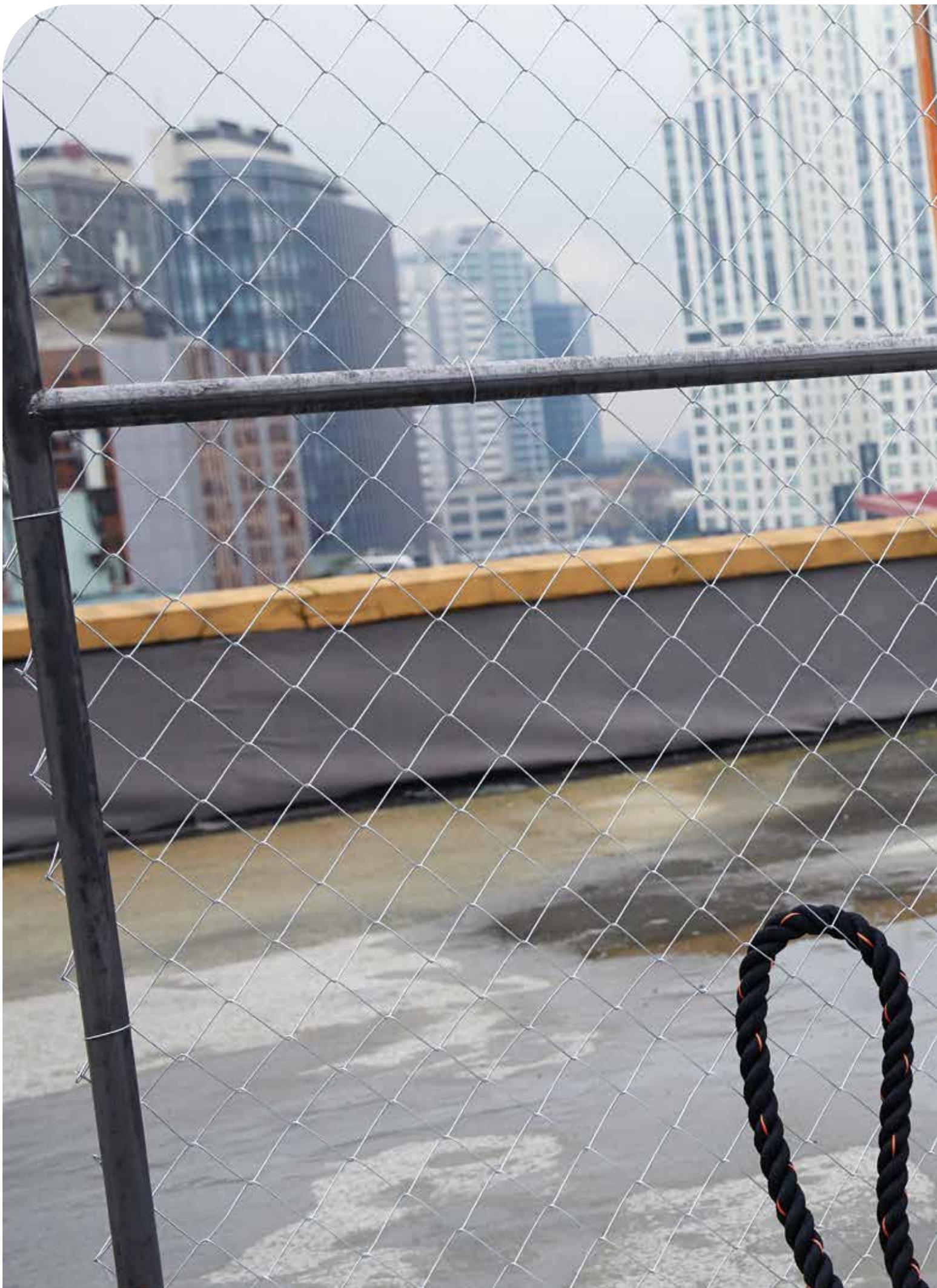


**LCW MATERNITY** a collection which consists of easy-to-wear pieces, while always offering alternatives that change with the seasons. The products are made for future mothers who are looking for comfort, quality and innovation, without exceeding their budgets.

# LCW SPORTS

BRAND  
CONCEPT















BEAST 70

MAKE  
YOURSELF  
proud  
198

LCW HOME

BRAND  
CONCEPT





LEOPARD  
IS THE  
NEW COLOR

LEOPARD  
IS THE  
NEW COLOR







**LCW HOME** offers a wide variety of stylish alternatives for those who like to reflect their own style at home, with collections designed to suit every taste and while being in harmony with each other. The brand combines quality products at affordable prices, while also focusing on the importance to human health and safety.

*LCW*  
Accessories

BRAND  
CONCEPT



2021

REAL MIND

RMGT

YOU CAN BE  
WHATEVER  
YOU WANT TO BE









**LCW DREAM**

**BRAND  
CONCEPT**











# Global Affiliates

## **ALBANIA**

LC WAIKIKI RETAIL AL SHPK

## **ARMENIA**

"LC WAIKIKI RETAIL AR" LLC

## **BANGLADESH**

TEMACOS FASHION WEAR LTD.

## **BELARUS**

LLC «LC WAIKIKI RETAIL BEL»

## **BOSNIA AND HERZEGOVINA**

TEMA RETAIL BA DOO

## **BULGARIA**

LC WAIKIKI RETAIL BG EOOD

## **CROATIA**

LC WAIKIKI HR D.O.O. ZA USLUGE

## **EGYPT**

TEMA RETAIL EG S.A.E.

## **GEORGIA**

LC WAIKIKI GE LTD

## **GHANA**

LC WAIKIKI RETAIL GH

## **GREECE**

LC WAIKIKI RETAIL GR LTD.

## **HUNGARY**

LC WAIKIKI RETAIL HU LTD

## **INDONESIA**

PT LCWAIKIKI RETAIL INDONESIA

## **IRAQ (NORTHERN)**

KAPLAN RETAIL FOR GENERAL TRADING LTD

## **IRAQ (SOUTHERN)**

RAWAT AL-QARURA GENERAL TRADE AND READY  
MADE CLOTHES TRADE LIMITED COMPANY

## **ISRAEL**

LC WAIKIKI RETAIL IL LTD.

## **KAZAKHSTAN**

TOO TEMA RETAIL KZ

## **KENYA**

LC WAIKIKI RETAIL KE LTD

## **KOSOVO**

"LC WAIKIKI RETAIL KOSOVO" SH.P.K.

## **KYRGYZSTAN**

"LC WAIKIKI RETAIL KG" LIMITED LIABILITY  
COMPANY

## **MACEDONIA**

LC WAIKIKI RETAIL MK DOOEL SKOPJE

## **MALAYSIA**

LC WAIKIKI RETAIL MY SDN. BHD.

## **MOLDOVA**

LC WAIKIKI RETAIL MOL SRL

## **MONTENEGRO**

LC WAIKIKI RETAIL MNE

## **MOROCCO**

LC WAIKIKI RETAIL MA (SARLAU)

## **POLAND**

TEMA RETAIL PL SP. Z O.O.

## **ROMANIA**

LC WAIKIKI RETAIL RO SRL

## **RUSSIA**

TEMA RETAIL RU LCC

## **SERBIA**

LC WAIKIKI RETAIL RS BELGRADE LLC

## **SOUTH AFRICA**

LC WAIKIKI RETAIL ZA

## **TAJIKISTAN**

"LC WAIKIKI RETAIL TJ" LLC

## **UKRAINE**

TEMA MODA UKRAINE LLC

## **UZBEKISTAN**

«LC WAIKIKI RETAIL TASHKENT» LIMITED LIABILITY

## **ZAMBIA**

LC WAIKIKI RETAIL ZAMBIA LIMITED

**\*Other countries are franchise operations.**



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