



Design. Made in Germany.

C. JOSEF LAMY GMBH
Grenzhöfer Weg 32
69123 Heidelberg
www.lamy.com

Isabel Braun
Head of International Marketing
Telephone: +49 6221-843 117
Fax: +49 6221-843 339
E-mail: isabel.braun@lamy.de

Lamy founds subsidiary Lamy Inc. in the US

Heidelberg, February 2020

Lamy is targeting the American market and is taking local sales and marketing into its own hands. At the beginning of the year, the writing instrument manufacturer established its first and only subsidiary, Lamy Inc. From now on, the company will be managing its own sales and brand development in the USA.

"We see significant growth potential for Lamy in the American market in the future. Traditionally, great importance is attached to handwriting over there and several major branch-driving trends such as bullet journaling have their origins in the USA," explains Managing Director Thomas Trapp. "This led us to the unique decision to take on this important market ourselves and to manage it independently from Heidelberg. We are supported in this by a US team with great industry experience."

He stresses that this decision has no impact on the agencies Lamy has set up in its other foreign markets. "In all our other markets, we rely now and will continue to rely on our local distributors, whose work we greatly appreciate."

For 2020, Lamy Inc. plans, among other things, to set up a new eShop for the USA. In addition, the focus is on the two flagship stores that Lamy opened in 2018 in San Francisco and the trendy SoHo district of New York. With the locations selected and with the modern shop architecture, Lamy clearly signalled its international personality and further honed its profile as a global lifestyle brand.

Lamy now wants to build on this and further strengthen the physical presence of the brand in the USA. At the beginning of the new year, the subsidiary took over the rental contracts of the two flagship stores and, as part of a new retail strategy, is focusing on intimacy and exchange with customers.

Monthly events and meet-ups on topics such as calligraphy or urban sketching are set to make the flagship stores a place where Lamy fans can devote themselves entirely to their passion. Everything kicks off with a workshop with the very much in demand New York calligrapher Nancy Moy on 8 February.

In addition to all this, brand presence at high-profile trade fairs will contribute to making Lamy even more well known as a lifestyle brand in the USA.

This year, for example, Lamy will for the first time be represented time at NY Now, the largest gift & lifestyle trade fair on the East Coast, where it will occupy



Design. Made in Germany.

the second largest stand in the German Pavilion. Managing Director Beate Oblau: "We are delighted with this successful start to 2020 and look forward to leading Lamy successfully into the new decade in the USA as well."

About Lamy

Around the world the LAMY brand stands for high-quality designer writing instruments with a timelessly modern aesthetic and perfect functionality. Its success story began over 50 years ago with the LAMY 2000: the model was the foundation stone laid in 1966 for the clear, unmistakable design language which still characterises the style of all Lamy products today – Lamy design. As an independent family company, since its foundation in 1930 Lamy has been firmly committed to Heidelberg as the company base, guaranteeing consistently premium quality "Made in Germany". With an annual production of over 8 million writing instruments and a turnover of over 118 million euros in 2018, Lamy is today not only the market leader in Germany, it has also developed to become a sought-after brand around the world. Premium Writing recorded growth of 30% in the previous year. Lamy generates a good half of its turnover abroad. The brand is now represented in more than 80 countries with over 15,600 sales outlets worldwide, including around 200 mono-brand stores. Alongside all this, the company – not least through the release of a Special Edition each year – is constantly setting new trends and inspiring handwriting fans around the world with innovative colours and surfaces. This is how Lamy is able to continuously reinvent itself and prove that a writing tool is more than an object of utility: it is a genuine lifestyle accessory which lends expression to the joy of writing by hand and underlines the individuality of its owner.

You can find out more about Lamy online at www.lamy.com