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## RESERVED

Reserved is a brand which follows the latest fashion trends in its collections. Reserved instantly meets the needs of customers by offering new fashions in its stores every week. For this company the fashion world has no limits: the brand draws inspiration simultaneously from the catwalks of the great world and from the alternative bold proposals of the fashion influencers. Therefore, the Reserved collection combines the beauty of classic designs with the original, latest fashion proposals for a given season for all, women, men and children.

Reserved collections are already available in 16 European countries and 4 countries in the Middle East. In total, LPP has a network of over 460 brand stores, of which the representative ones are located in such capitals of fashion like London, Berlin or Moscow.

[www.reserved.com](http://www.reserved.com)

## CROPP

A streetwear brand, present on the market since 2004 which fits into the urban space and broadly understood urban lifestyle. It is directed to young rebels, girls and boys who are immersed in the urban culture, who live as they want and clothing emphasizes their individual style.

There is a clear influence of pop and hip-hop culture, graffiti, street-art, urban sports and music in the brand's collections. When designing the collection, the Cropp brand cooperates with illustrators and graffiti artists from all over the world. It also supports cultural events related to street art.

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Cropp clothes and accessories can now be bought in over 380 stores in 13 European countries.

[www.cropp.com](http://www.cropp.com)

## HOUSE

House is an optimistic fashion brand addressed to both, women and men - students and young adults. House stores will be perfect for everyone who wants to follow the latest trends but also look good every day.

House offers both casual proposals for every occasion, as well as the latest fashion trends that House designers look out for on social media, catwalks and on the street. The brand also focuses on unobvious and interesting stylizations.

House designers have extensive experience in skillful combining of fashion trends and customers' expectations. In the brand's collection one can find fashionable clothes at affordable prices for everyone. More than 330 House stores are present today in 13 countries of the European continent.

[www.housebrand.com](http://www.housebrand.com)

## MOHITO

The Mohito brand is a proposal for customers who love fashion and value the unusual urban elegance. Mohito designers create collections for women who are confident, aware of their advantages, allowing themselves for a bit of ease and



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nonchalance in a stylish version. Mohito emphasizes femininity and offers an energetic look compatible with global trends.

One looks good in Mohito clothing in a business environment, in everyday work, as well as during special occasional meetings or during the evening after hours. Mohito clothing is available in over 290 stores in 13 European countries.

[www.mohito.com](http://www.mohito.com)

## SiNSAY

Sinsay is the newest brand in the LPP portfolio, created in 2013. There are over 230 stores in 13 European countries at present. Sinsay is a brand for loud, spirited and expressive girls who boldly follow the latest trends. Thanks to Sinsay designs, young girls can play with fashion, emphasizing their remarkable personality. The undoubted advantage of the brand is the low price enabling teenagers to buy their dream T-shirts, jeans or fashionable accessories.

Sinsay girls draw inspiration from the Internet. There, on the Social Media channels, the brand focuses its marketing activities. Sinsay works with young influencers and models. The faces of the brand were, among others, Karolina Pisarek and Aleksandra Kowalska.

[www.sin-say.com](http://www.sin-say.com)