

Testimonial

Mexx Europe Holding

Rattan Chadha - Founder and CEO Mexx

Founded in 1980, Mexx is a global lifestyle brand. Mexx offers a range of fashion apparel and accessories for women, men and children, as well as non-apparel items. In June 2004, the Amsterdam Design Centre was officially opened, and 350 creatives from all over the world moved into the 15.000 square meter office space at International Business Park Riekerpolder. In Amsterdam, Mexx combines the creation of new fashion lines and worldwide marketing. Its American parent company Liz Claiborne also moved its European design centre from London to Amsterdam.

Mexx founder and CEO Rattan Chadha explains:

'In our business the quality of the design and the sensitivity to the current trends are the most important factors of success. Currently we see a development where collections need to be updated more frequently, and where we additionally must anticipate the strongly individualised lifestyle of our customers. This means that we not only have to considerably speed up the design process, but must also be able to bring together several different disciplines. The store's interior must reflect the feel of that moment's clothing line, this must be supported by sales promotion, and in addition, logistics should seamlessly enable all of this. For all these specialised disciplines you need people with good ideas who must be able and willing to work together.'

'All of these considerations played a part in our choice for Amsterdam. For ages creative people have been drawn to Amsterdam. In a way, this city inspires you at every corner you turn. In our case, this is almost literally so. Additionally, there is a huge resource of talented people available for each department of our company. Last but not least: in this world, Amsterdam has a cool image. Without exception, the people we look for or like to keep with us are keen to live in Amsterdam. Therefore, we had no trouble convincing the best designers from Liz Claiborne to make the move from London to Amsterdam, although London has always been considered the capital of youth fashion.'

However, other location factors also favoured Amsterdam in the decision to relocate. In addition to the well-known advantages - the proximity of Amsterdam Airport Schiphol, the presence of a high quality contingent of business service industries - Mexx also profits from the current pressure on office rental prices, caused by the present economic climate. 'We managed to get a good deal; partly due to this, we have the resources to design the interior of the building completely to our liking. In fact, the City of Amsterdam deserves our compliments; we received all the cooperation from the authorities we needed when applying for permits and they helped us by speeding up procedures.'

