

# FLENDER

G R O U P

THE FLENDER GROUP STORY / EST. 2015





+ FLENDER DNA

## THE LEADING DISTRIBUTOR OF STREETWEAR AND CONTEMPORARY FASHION WITHIN THE MIDDLE EAST AND FURTHER REGIONS.

- + Flender Group has become a beacon of style in the Middle East, spreading an eclectic mix of genres in the Middle Eastern landscape.
- + With an industry history spanning nearly 25 years, Flender Group is unrivaled when it comes to B2B and streetwear concepts. Stüssy, The Hundreds, and Carhartt WIP are amongst Flender Group's longest partners.
- + The company continuously expands its portfolio to cover everything from true-to-roots authentic brands to younger, innovative and experimental ones such as Gramicci and Aries.

LEARN MORE ABOUT  
FLENDER GROUP'S ACTIVITIES HERE 





**Aries**



## + HISTORY

- + The origin of the company name goes back to 1899 when Flender GmbH was founded.
- + The activity into streetwear cultures started a hundred years later with the new generation of the German founder when selling graffiti cans and being one of the first streetwear mailorders in Europe (1999).
- + Flender Group was established in the Middle East in 2015 with the goal to set up the new wave of streetwear culture in the region.
- + The Flender Group today is a product of nearly 25 years of experience in fashion and sub-cultural lifestyles.

**LEARN MORE ABOUT  
FLENDER GROUP'S HISTORY HERE**





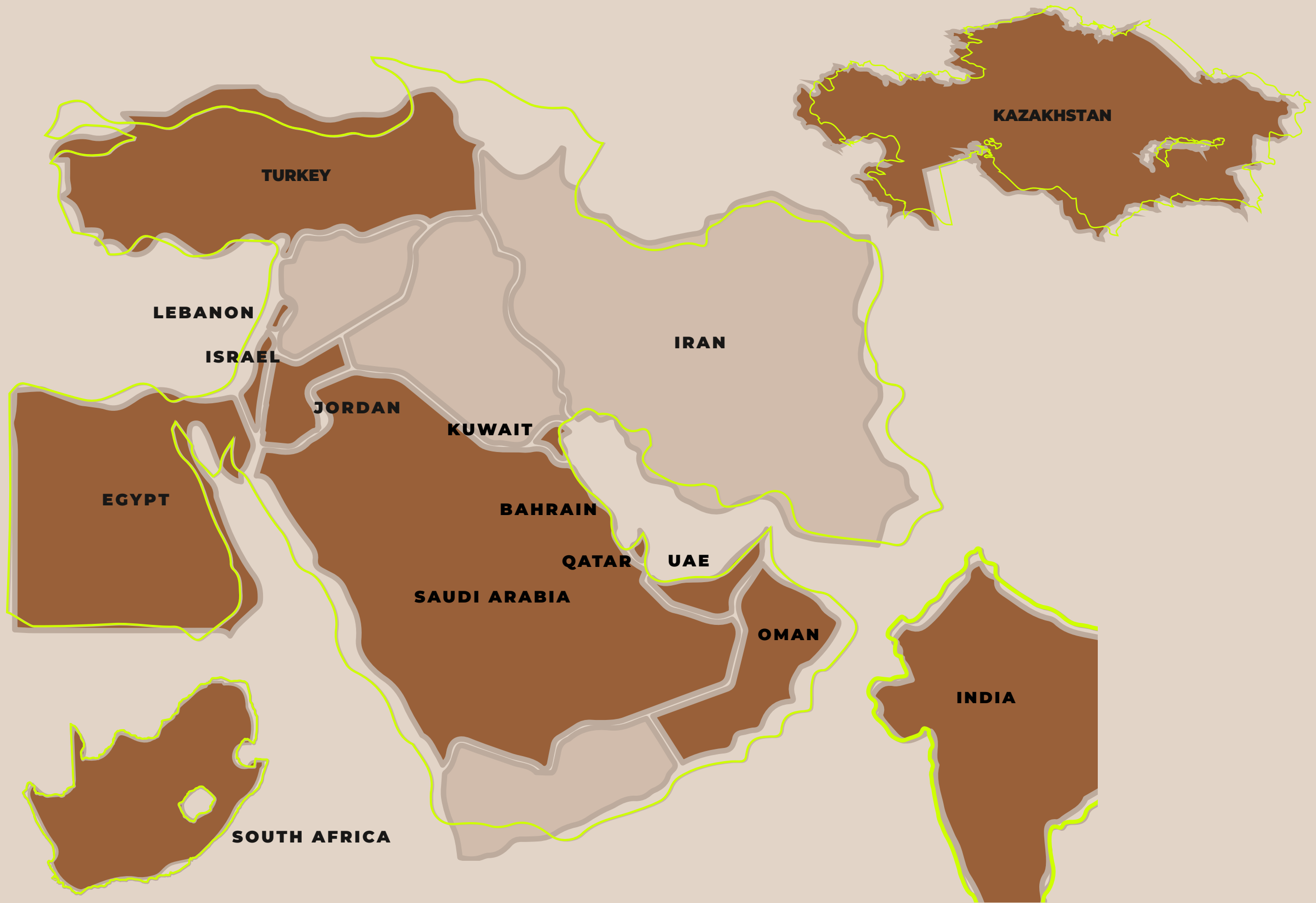




+ SALES AREA & STATS

[ **18** BRANDS FROM US, JAPAN & EUROPE      **60** CUSTOMERS IN THE MIDDLE EAST & BEYOND. ]

- + Flender Group’s focus remains the GCC (UAE, Kuwait, Saudi Arabia, Oman, Bahrain, Qatar) and non GCC Arab Nations (Egypt, Lebanon, Jordan & Morocco).
- + In recent years Flender Group has expanded into Turkey and Africa, targeting and developing streetwear hubs in the regions.







TWOJEYS REGIONAL BRAND LAUNCH

BRED ABU DHABI



HUF ‘FOREVER’ FILM SCREENING

Riyadh - Jeddah - Abu Dhabi -Istanbul

# FOREVER

A HUF VIDEO  
BY TYLER SMOLINSKI

## GLOBAL SCREENINGS

US SCREENINGS		
8/11 DENVER THE ANNEX	8/11 GENT, BE SLAM GHENT	8/11 HELSINKI, FI REAL DEAL
8/12 MINNEAPOLIS FAMILIA SKATE SHOP	8/11 SAINT GILLES, BE STOEMP BXL	8/11 BIARRITZ, FR SKATEPARK BIARRITZ
8/11 ORLANDO GALACTIC G	8/12 EDMONTON, CA RUMOR BOARDSHOP	8/12 BANGALORE, IN CAPSUL
8/11 SAN FRANCISCO DLX SKATESHOP	8/11 VANCOUVER, CA STRATHCONA PARK	8/12 MUMBAI, IN CAPSUL
8/12 SAN LUIS OBISPO CEREMONY SKATESHOP	8/11 MONTREAL, CA PALM ISLE	8/13 TEL AVIV, ISR JIN-G
8/12 SAN RAFAEL PROOF LAB SKATESHOP	8/11 TORONTO, CA THE MONARCH TAVERN	8/11 TOKYO, JP PLAT SHIBUYA
8/12 TAMPA SPOT TAMPA	8/11 BERLIN, DE RAW GELANDE	8/11 RIYADH, KSA URBN LOT
8/12 WEST PALM BEACH POST MODERN	8/12 AALBORG, DNK STREETAMMO AALBORG	8/11 JEDDAH, KSA URBN LOT
GLOBAL SCREENINGS		
8/11 SYDNEY, AUS UPS SKATESHOP	8/11 COPENHAGEN, DNK COPENHAGEN SKATEPARK	8/12 LUMPUR, MYS SHOWROOM 10
8/12 MELBOURNE, AUS FAST TIMES	8/11 BARCELONA, ES VENERO	8/11 AMSTERDAM, NLD SKATEPARK NOORD
8/12 BRISBANE, AUS FAST TIMES	8/11 MADRID, ES SK3LAND	8/12 AUCKLAND, NZ TRAINERS 88
8/12 ADELAIDE, AUS FAST TIMES	8/11 PALMA, ES SHINE	8/11 ISTANBUL, TUR HOUSE OF SUPERSTEP
8/12 GEELONG, AUS FAST TIMES	8/11 PONTEVEDRA, ES PARALEL	8/11 ABU DHABI, UAE SNEAKER DISTRICT
	8/12 SEBASTIAN, ES LA PLAZA	8/12 JOHANNESBURG, ZAF SNEAKER DISTRICT

HUF



***CARHARTT WIP X UPCLASSICS***



***NASHAATT SKATE EVENT***

## UPCLASSICS

- + Flender Group created UPCLASSICS as a platform to introduce the international brands to the ME regions in the form of events, pop ups and gatherings.
- + UPCLASSICS started as a multi-brand online shop and developed into a figurehead for everything that stands for the streetwear culture.





KODAK PORTRA 400

56

KODAK PORTRA 400



KODAK PORTRA 400

56

KODAK PORTRA 400



CHECK OUT MORE  
PROJECTS & EVENTS HERE





+ PROJECTS & EVENTS



**HARVEY NICHOLS X CARHARTT WIP  
SCREEN PRINTING SPECIAL**



**AL SERKAL POP UP**



**THE HUNDREDS X UPCLASSICS**



**SEVEN FORTUNES X STUSSY  
POPUP**







+ BRANDS

carhartt®  
WORK IN PROGRESS



arte

thisisneverthat



SUICOI'E

District Vision

ARIES

MA®KET



EDWIN  
エドウィン

HUF



KARL KANI  
FOOTWEAR

THE HUNDREDS

Carrots

RIPNDIP

Primitive

KOMONO

TwoJeys™

JASON  
MARKK

forgotten faces®

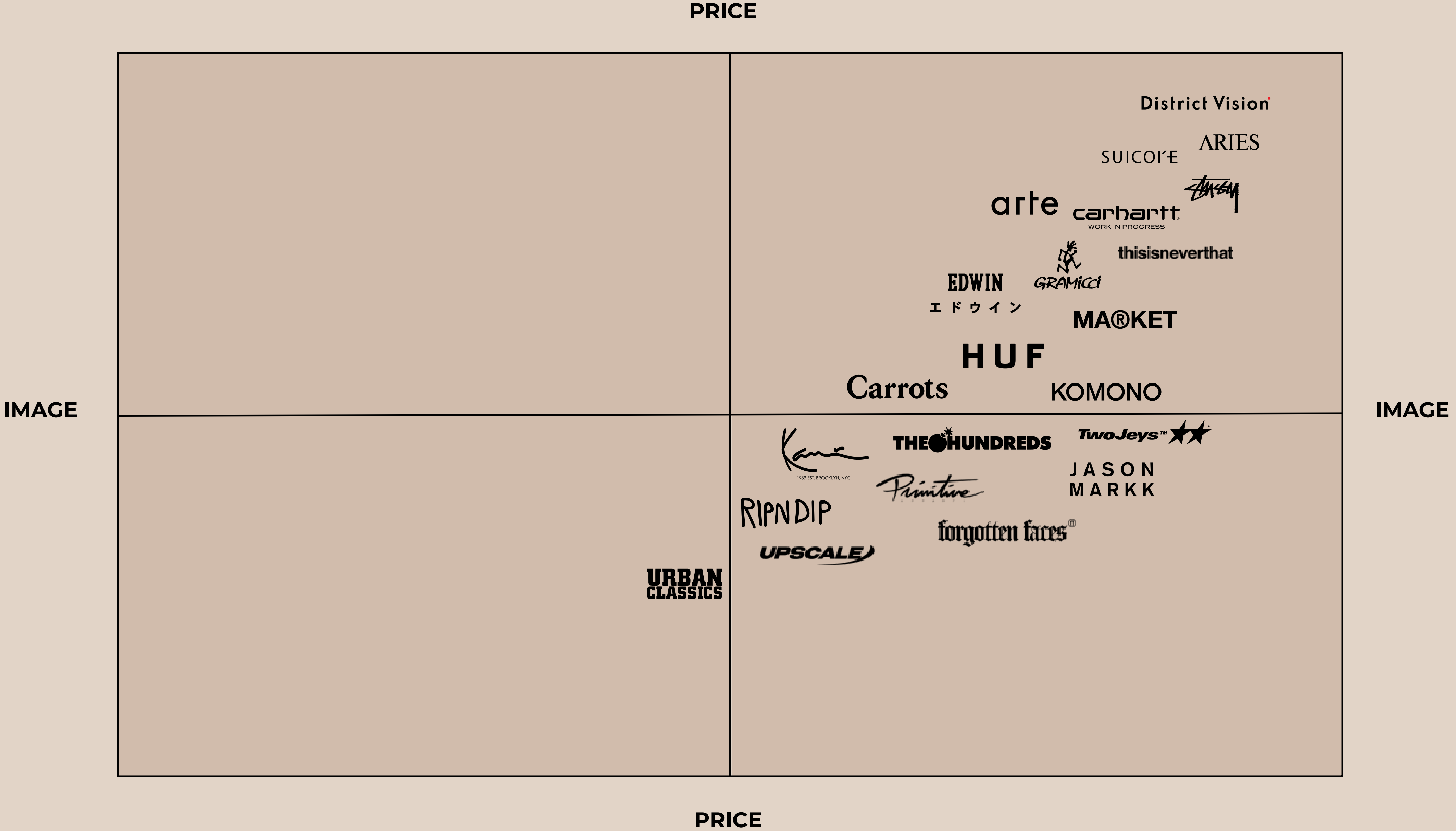
UPSCALE

URBAN  
CLASSICS

LEARN MORE ABOUT  
FLENDER GROUP BRANDS HERE



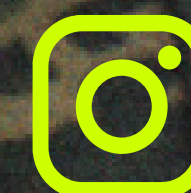








**FLENDER**  
GROUP





# FLENDER

G R O U P

FLENDER BRAND / DUBAI DESIGN DISCTRICK / BLDING. 7, OFFICE 305 / 04 770 6830  
INFO@FLENDERGROUP.COM / WWW.FLENDERGROUP.COM