Tendam launches its first sports brand, Dash and Stars

By Triana Alonso  •  3 March 2022

The Spanish fashion group adds a new name to its brand portfolio. As announced by the conglomerate on Wednesday, March 3 through a press release, Dash and Stars becomes its ninth owned brand. It will join the portfolio made up so far of Women'secret, Springfield, Cortefiel, Pedro del Hierro and Fifty; as well as the three new brands launched last year: Hoss Intropia, in February, and SlowLove and High Spirits, in March.

The new sustainable sportswear brand for women was created with the support and expertise of the Women'secret's technical team. The sportswear products designed for women between 18 and 55 years old are made with "organic, more sustainable, technical and personalized fabrics that adapt to any taste and sporting requirements," as detailed by the Spanish company. Its first Spring/Summer 2022 is comprised of trendy yet technical garments and accessories suitable for running, fitness, yoga, padel, and swimming.

Tendam's new brand will begin distributing next Tuesday, March 8 through its own website and, just 3 days later, in select Women'secret, Cortefiel and SPF stores, 14 of which are located in Spain and 1 in Portugal. Tendam also plans to market Dash and Stars in other brands' online channels, as well as in the company's multi-brand e-commerce platform, which already sells a total of 70 brands. This launch represents the introduction of Tendam in a market segment it had not yet positioned itself in and will compete with the Oysho brand's large-scale distribution, owned by the Inditex group.

The operations of this project are led by Eva Romeo, CEO of Women'secret. This organization is part of "Tendam's new strategy of managing brands by customer segments." In this case, the so-called "segment specialist." The new brand is under the umbrella of the intimate apparel chain, which will provide its operational structure. This strategy has already been applied with the sustainable SlowLove brand, together with Cortefiel, and the bohemian High Spirits label, with Springfield.

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For Tendam, the launch demonstrates the company's capacity and experience in brand management to create and promote its own brands and to act as a launch pad for younger firms, but with the potential to make a difference in the market. According to the group, its brands launched last year performed "above expectations" and recorded positive Ebitda in their first year.

"The creation of Dash and Stars is part of our strategy to launch new sustainable and niche brands that add value thanks to our cross-functional management capabilities. This is one of the growth pillars of our Tendam 5.0 Transformation Plan," commented the conglomerate's president and CEO, Jaume Miquel, on the launch.

Currently operating in more than 70 countries and more than 1,800 points-of-sale (of which 800 are located in Spain and Portugal), Tendam distributes through its own stores, e-commerce, and franchises. The company closed the third quarter of its fiscal year with total revenues of 258.8 million euros, 31.3% more than in the same period of 2020.