After seeing a rebound in 2021, Schott banks on premium collaborations in 2022

By Olivier Guyot - 10 May 2022

The next few months are going to be eventful for Schott in Europe. The brand, known for its bomber and leather jackets, is launching a series of collaborations that should boost its brand awareness.

The French company JAJ, led by Bruno Dauman, will partner up with denim label Lee, which will apply its innovative denim fabric on a flight jacket and a varsity jacket. Schott's perfecto jacket will be reinterpreted by Sacai and Saint Laurent during the second half of the year. Pieces made together with the young brand Walk in Paris will also arrive in stores after the summer, along with the 50 years of Smiley collaboration.

“We are in a great position,” said JAJ's CEO. "Even though the current global situation is very complicated with transportation issues and we have to get creative to address the challenges, we are fortunate to be an iconic brand, and clearly consumers have become more inclined to stick to the tried and true over the past two years. We were able to seize the 90's trend to rejuvenate the brand without alienating our existing customers. Today, we have college kids, as well as 40 and 50-year-olds wearing our products. And, since we have pieces ranging from 150 to 2,000 euros, we also have a very diverse clientele, which varies, depending on the product, from senior executives to college students from suburban towns."

2021 was a successful year of growth for Schott, after seeing a decline in sales in 2020. The label boasted a 20% growth in sales to €24 million compared to 2019, with around 800 retailers in Europe, including 400 in France.

"We achieve 80% of our business via wholesale and our partners have trusted us over this period. Both because we benefit from the 90's and 2000's hype but also because we are trustworthy when it comes to quality and logistics organization. We make 70% of our turnover from our pieces with sleeves."

In line with its renewed momentum, JAJ relocated to new premises in Montreuil, east of Paris. The company sold
its old offices to finance its development projects and moved into old workshops that have been renovated. These new facilities are spacious, practical and bright, with a huge glass roof overlooking the 200 square meter showroom. A space perfectly suited to present the brand’s future collections, which will progressively integrate more sustainable materials, such as recycled nylon, by 2023.

Scott highlights its competitive advantage in appealing to French and other European customers. In addition to its existing retailers, namely multi-brand and department stores in French provinces and Paris, notably at Citadium, where it will expand its space next winter, as well as throughout Europe with La Rinascente, El Corte Inglés, Peek and Cloppenburg and Selfridges, it has also teamed up with online retailers ranging from La Redoute to streetwear players such as the French company Wethenew (with whom Schott has established a close relationship), the German company BSTN and the Italian company One Block Down.

The brand is also available through its network of stores. Schott already boasts half a dozen stores in Paris, Lyon, Toulon and Lille, and will soon open a store in Marseille via a partner in the Prado shopping center, and another in Noisy-le-Grand, near Paris, in the Les Arcades mall.

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