

It is definitely a win-win collaboration for both parties

exclusive

Debra Net seals distribution deal with OBSESSIVE

As of recently, the entire OBSESSIVE collection is available from distributor Debra Net. Karol Macherzyński, Regional Sales Director (Europe) for the OBSESSIVE brand, and Zoltán Bódy, co-founder and President of Debra Net, tell us about this new distribution agreement between their companies.

” You have entered into a distribution partnership with Debra Net. Can you tell us the reasons for this decision?

Karol Macherzyński: When I search for potential B2B partners, it has to be a company with the same values. When it comes to the rules of our partnership, both parties need to focus on building a fair, long-term, fruitful cooperation based on mutual benefit. Debra Net is the best partner in the region we want to develop, with expert market knowledge, many years of experience growing their activities, and a wide range of customers with strong purchasing power.

At the same time, both parties have the opportunity to grow with OBSESSIVE and complement their product range with

high-quality lingerie from a brand with a great track record and a dedication to constant improvement. It is definitely a win-win collaboration for both parties.

What made you confident that you had found the right partner in Debra Net? What are the strong points of the company?

Karol Macherzyński: There is a reason why Debra Net has become a leader in Central and Eastern Europe in the years since 2002. Debra Net is a reliable company with great experience in building and expanding their distribution network within the erotic market. The company places great emphasis on continuous improvements in all areas because they believe this is the only way to provide international quality services, and on that basis they sync up nicely with the OBSESSIVE values.

There are a great many distributors and wholesalers in this market. How do you pick your partners?

Karol Macherzyński: There are basic determinants which are the basis for talks about potential collaborations. Things like a dedication to continuous improvement and development and respect for values and human work.

What are your expectations regarding your partnership with Debra Net?

Karol Macherzyński: A long-term, fruitful cooperation based on mutual respect, trust, and support for continuous growth.

Karol Macherzyński,
Regional Sales Director
(Europe) for the
OBSESSIVE brand

Developing the product portfolio and supporting the expansion of the OBSESSIVE brand on a large scale. Building brand awareness and brand value in several markets with the full support of OBSESSIVE.

How do you support Debra Net to ensure that your brand and your products become a success for them and their customers?

Karol Macherzyński: Supporting our regular and new partners is one of the most important prerequisites for a successful cooperation. The OBSESSIVE marketing team offers a number of tools to support the introduction of the brand in new markets as well as maintaining and developing the product portfolio. Our partners have at their disposal three online platforms that allow them to place orders quickly and efficiently, and at the same time provide top-quality content dedicated to both brick-and-mortar stores and online shops, not to mention B2B sales platforms. Our proven logistics system speeds up and improves delivery to our customers.

What will this partnership look like in the future, especially with regard to growing the brand in Europe and supporting the retailers to maximise sales?

Karol Macherzyński: In the future, we strive to develop a business relationship based on expert advice and full marketing and logistics support. We want to achieve global growth by building value together. This direction of development is coherent with the OBSESSIVE motto – TOGETHER IS BETTER!

There is a discussion about the pros and cons of exclusive distribution agreements. What is your opinion on this topic? Why do you prefer working with several distributors?

Karol Macherzyński: Working with several distributors makes the whole business more exciting and gives everyone involved the opportunity for broad development and 'healthy' competition. In addition, all partners must respect each others' interests and support the promotion and building of the brand in which they believe.

Debra Net has added a new lingerie collection to its portfolio, more precisely the world-famous OBSESSIVE brand. Why did you choose this brand?

Zoltán Bódy: This story began more than 10 years ago. Our customers have been asking for OBSESSIVE since then. Up until now, there never was an opportunity to become one of their distributors.

Luckily, their business policy changed a couple of months ago, so they contacted us and asked if we were interested in working together. Since our customers had been waiting to finally get OBSESSIVE lingerie in their shops, everybody was happy to hear the good news.

What does OBSESSIVE bring to your assortment that you had been missing until now?

Zoltán Bódy: As you mentioned, OBSESSIVE is a well-known brand with a great reputation in the market. Debra Net simply couldn't miss out on an opportunity to add a world-famous brand to our

Erika Melega Bodyne and Zoltán Bódy, founder and President of Debra Net, at eroFame 2019



“DEBRA NET SIMPLY COULDN'T MISS OUT ON AN OPPORTUNITY TO ADD A WORLD-FAMOUS BRAND TO OUR ASSORTMENT, ESPECIALLY IF OUR PARTNERS ARE ALSO LOOKING FOR IT.”

ZOLTÁN BÓDY

assortment, especially if our partners are also looking for it. So, this co-operation creates a win-win situation for everyone. We added an excellent brand, and OBSESSIVE can work with a professional distributor. As a result, sales figures were exceeding our expectations even in the first week.

The brand is also distributed by your competitors. Hasn't this fact put you off?

Zoltán Bódy: Yes, that is correct. Many players sell this brand and competition is fierce in the erotic industry. However, the new management behind this brand has a proven long-term strategy which is in compliance with our business policy. So we did not hesitate to enter into this co-operation.

Now, our customers are also happy because they can purchase all their favourite brands in one place.

Which criteria are most important for you when you are looking for new brands?

Zoltán Bódy: It is very important to have common business goals with the brand owner in the long term. The products should be good quality, offer value for money, and be a good fit for our assortment.

Do you offer the complete product range of OBSESSIVE products? And when will they be available?

Zoltán Bódy: Yes, we carry the whole assortment of OBSESSIVE products. Although

we still need to optimise stock levels due to the increasing demand from our clients ...

What expectations do you have for this new brand? Your assortment doesn't necessarily lack in lingerie products ...

Zoltán Bódy: It is always a pleasure to work with professional partners, especially if we have a lot in common. Of course, we already have several lingerie lines but – as mentioned before – we could not resist the opportunity to have OBSESSIVE in our range, and we expect the co-operation to be successful and joyful.

With so many first-party and third-party brands in your range, aren't you running the risk of having these brands steal away customers from one another, basically cannibalising each other?

Zoltán Bódy: Well, that is a very good question. To understand this, first we should look at our special situation and the needs of our customers. If we consider the European erotic market, we are in a unique position. Central and Eastern Europe

consists of several small countries with different cultures and consumer needs. That is why we keep as many brands as we need to fulfil these needs.

In addition, we truly believe in exclusive deals which worked well for us in past decades. I see no reason why you'd need 2 or 3 or more distributors to serve a certain market. According to our philosophy, a sole distributor with effective logistics can take care of any brand. They can develop brand awareness instead of constantly having to

fight with competitors and losing focus.

And last but not least, due to our consistent strategy and focus on exclusive deals, we are in a position where we carry most of the important brands in this region. That is the reason why no other competitor has managed to gain bigger shares in the market or offer a wider range of bestsellers. We often see companies trying to carry lines what we do not sell exclusively, but they cannot offer the complete package.

How do you ensure that all the brands in your range receive the same attention?

Zoltán Bódy: It is a tough job and requires a lot of work and time. We constantly measure and monitor results and demand in order to quickly react in case of changes or difficulties. We have a very effective



method of carrying out this job. We constantly keep in touch with the manufacturers to find solutions if problems occur, and we brainstorm together to optimise success together with them.

Would you agree with the statement that the wholesale market is more and more becoming a market of private distributor and wholesaler labels? What role does the distribution of third-party brands still play in today's market?

Debra Net now carries the entire range of OBSESSIVE products



“DEBRA NET IS A RELIABLE COMPANY WITH GREAT EXPERIENCE IN BUILDING AND EXPANDING THEIR DISTRIBUTION NETWORK WITHIN THE EROTIC MARKET.”

KAROL MACHERZYŃSKI

Zoltán Bódy: As mentioned above, our situation is special and unique in Europe. Therefore, we do not need full ranges of private labels as exclusive deals work very well for us. Other than that, the creation, production and development of a brand is an activity that consumes lot of energy and money as you can easily lose your main focus which should still be distribution.

Of course, the strong competition in Western Europe requires many private labels with complete lines to make a difference. Luckily, brand producers start to realize it is better to have one distributor per logistics area only. Otherwise, price wars begin, then private labels come along, and they generate a strong competition for themselves. We are already seeing brands which decide to work with just one serious distributor in a certain geographical area. What seems to work the best is a maximum of 2–3 distributors in the EU, each with dedicated areas. **e**