

JOOP!

JOOP! The Brand Today

JOOP! is the successful lifestyle brand with German roots and international renown. The product portfolio spans premium menswear and womenswear and is aimed at confident and stylish men and women with a strong interest in fashion and design. The JOOP! and JOOP! JEANS collections impress with their innovative designs and high-quality fabrics and finishes. JOOP! stands for self-evident sexiness and celebrates status and confidence. Bags and shoes, jewellery and watches, eyewear, bodywear, beachwear, legwear as well as a living collection complete the portfolio.

Where History Meets Zeitgeist

The fashion and lifestyle brand founded by designer Wolfgang Joop in 1987 is one of the best known international fashion labels. Since 2008 the JOOP! Brand has been owned by the Holy Fashion Group, a company that has decades of experience writing successful fashion stories. Based in the Swiss region of Kreuzlingen by Lake Constance, the HFG employs over 1400 members of staff.

The brand's historic home in the elegant JOOP! art nouveau villa at 22 Harvestehuder Weg in Hamburg became its representative residence again in 2016, as well as serving as brand showroom, future workshop and a meeting place for the international fashion scene.

The House of JOOP!

The founder's spirit continues to define the brand's DNA, building upon this legacy with contemporary interpretations and trendsetting updates to the original theme. Following the successful relaunch of the JOOP! Corporate Design and JOOP! Menswear in 2015, JOOP! JEANS also made a comeback in 2016. JOOP! Bodywear, Beachwear and Legwear and JOOP! Jewellery were also relaunched in cooperation with renowned licence partners. JOOP! Womenswear is back with a bang for Autumn/Winter 2020/21.

From fashion collections and accessories to interiors, home and furniture collections, JOOP! represents all the different aspects of lifestyle for consumers with an eye for design, style and fashion.

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When Design Becomes a Lifestyle

JOOP! makes a bold statement with its distinctive design: modern silhouettes, close attention to detail and a subtle play on branding are the trademark features of the brand. High-quality modern materials and processing techniques lay the foundations for innovative styles and make sure that every product stands the test of time.

JOOP! Design is there for men and women no matter what the occasion: at the office, out of working hours and at glitzy events. JOOP! Woman and JOOP! Man are all about urban living, a passion for conscious luxury and having the courage to be expressive.

The JOOP! Design team is part of the JOOP! Family, who pour their passion into developing and creating fashion that meets meticulously high standards and makes men and women look good in any situation. JOOP! celebrates status, self-confidence, personality, charisma, and natural sex appeal.

JOOP! Around the World

JOOP! evolved from its roots as a German cult label to become an international lifestyle brand. It is now marketed in over 30 countries worldwide, both in its own stores and in various prominent department stores. JOOP! attends major national and international fashion fairs such as Premium Berlin and Pitti Uomo Imagine in Florence, showcasing itself in high-profile 360-degree marketing campaigns featuring international top models and brand ambassadors.