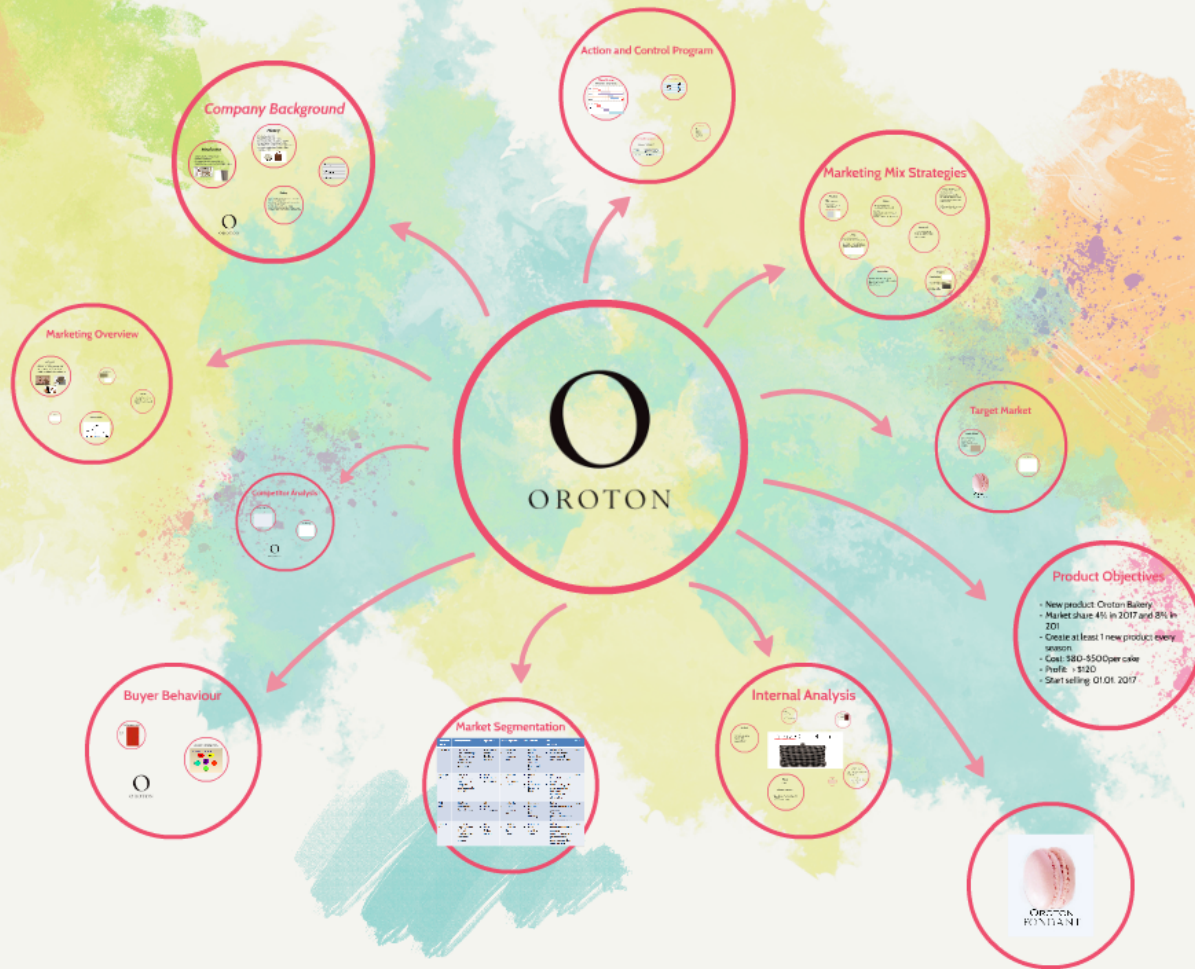


Yifan Wu  
Yifei Rong  
Yuting Liu  
Qingqing Liu  
Mingya Hong  
Shida Zhou



Yifan Wu  
Yifei Rong  
Yuting Liu  
Qingqing Liu  
Mingya Hong  
Shida Zhou



O

OROTON

# Company Background

## Introduction

- Luxury fashion in Australian
- Leather handbags.
- Be owned by the Oroton Group
- Hold the license for the Polo Ralph Lauren



## History

- Be developed in 1936
- Be a private company in 1939
- Becoming public called Oroton in 1987.
- Be renamed as Oroton Groop in 2002
- The label presented its debut ready-to-wear rang at Mercedes-Benz Fashion Week Australian 2012



## Today

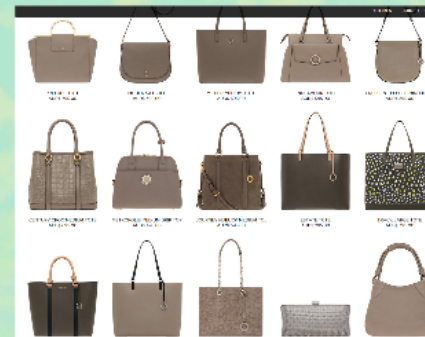
- The Oroton Group's revenue rose 10.6 per cent to \$135.6 million during 2009.
- Oroton opened 13 new stores and closed two for landlord redevelopments.
- The total stores to 70 from 59 in 2008.
- Over 50 stores across Australian and New Zealand.
- Hong Kong, Shanghai, Singapore and Kuala Lumpur.

Type	NSI
Industry	Retail
Product	NSI
Management	NSI/NSI
Ownership	100% NSI/NSI/NSI/NSI/NSI
Product	NSI/NSI/NSI/NSI/NSI
Product	NSI/NSI/NSI/NSI/NSI
Made in	NSI
Product	NSI/NSI/NSI/NSI/NSI



# ***Introduction***

- **Luxury fashion in Australian**
- **Leather handbags.**
- **Be owned by the Oroton Group**
- **Hold the license for the Pole Ralph Lauren**



# *History*

- Be developed in 1936
- Be a private company in 1939
- Becoming public called Oroton in 1987.
- Be renamed as Oroton Grop in 2002
- The label presented its debut ready-to-wear rang at Mercedes-Benz Fashion Week Australian 2012



*1938*



*2014*

# ***Today***

- The Oroton Group's revenue rose 10.6 per cent to \$135.6 million during 2009,
- Oroton opened 13 new stores and closed two for landlord redevelopments,
- The total stores to 70 from 59 in 2008.
- Over 50 stores across Australian and New Zealand.
- Hong Kong, Shanghai, Singapore and Kuala Lumpur.



<b>Type</b>	Public
<b>Industry</b>	Retail
<b>Founded</b>	1938
<b>headquarters</b>	Australian
<b>Key people</b>	Mark Newman-Managing Director
<b>Products</b>	Luxury goods
<b>Revenue</b>	\$132 million (2014)
<b>Number of employees</b>	900+
<b>Website</b>	<a href="http://Oroton.com.au">Oroton.com.au</a>