

# DEPESCHE

—Germany—



Designed in Germany



Focused on Trends



Created with Love





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# ABOUT US

Kjeld Schiøtz founded the family business Depesche in 1985, with its head office in Geesthacht, near Hamburg, Germany.

From the initial idea to product development and delivery of our 7 brands, the company employs around 320 people.

Over 500 new products are created annually within the Depesche brands, such as colouring and creative books, beauty items, bags and accessories, greeting cards and other gift items.

With independent branches in seven countries and exports to 47 other countries, Depesche sells gift and trend items worldwide.









# OUR HISTORY

**1985**

Kjeld Schiøtz founds Depesche as a greeting cards publisher near Hamburg, Germany. Colourful greeting cards and name products such as key rings and mugs establish themselves on the market.

**1990**

The Diddl mouse, created by Thomas Goletz, emerges and quickly becomes popular. An extensive product range triggers a hype and allows the company to grow. Even today, the products still have a high collector's value.

**2007**

The TOPModel brand is launched and continues to delight fans until today with creative colouring and craft sets, high-quality school products, bag collections and child-friendly beauty products.

**2012**

More brands are created to make childrens' eyes light up. Princess Mimi and Ylvi see the light of day in 2012, Miss Melody is created in 2014 and the Dino World series are added in 2016..

**2021**

In second generation, Nynne Schiøtz leads the company together with her father, which now operates in 47 countries worldwide.



# SUBSIDIARIES



Austria  
Belgium  
France  
Ireland  
Netherlands  
Spain (with Portugal)  
United Kingdom





# EXPORT COUNTRIES

Australia  
Greece  
Poland  
Scandinavia  
South Africa  
Switzerland  
Turkey  
and many more







# OUR BRANDS

TOPModel  
by Depesche

Miss Melody

DINO WORLD  
+ACTION

Ylvi

Princess Mimi

TRENDS  
BY DEPESCHE

# OUR BRANDS



## DINO WORLD + ACTION

Wild, loud, and full of adventure: Dino World + ACTION brings the time of the dinosaurs, prehistoric stories and the power of turbo-fast monster cars into the childrens' room.



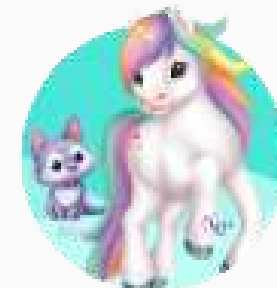
## TOPMODEL

The glamorous world of TOPModel: great emotions and creativity are just as much part of the girlfriends as photo shoots and catwalk shows.



## MISS MELODY

Lots of horses and lots of adventures: there's never a dull day at the riding stables with the white mare Miss Melody and her friends.



## YLVI

Rainbow colours and glittering fantasy – welcome to the magical universe for unicorn fans.



## PRINCESS MIMI

A fantastically beautiful fairytale castle, pretty dresses, glittering childrens' make-up and fun animal friends: this is the world of the cute Princess Mimi.



## TRENDS

Small gifts for every occasion. TRENDS by Depesche offers everything from to-go cups with funny wordings to cute guardian angels.



Selection of articles

# TOPModel

by Depesche



Filled triple pencil case



DIY set



Sticker book



Pocket colouring book



Trolley with telescopic handle



Selection of articles

# TOPModel BEAUTY *and me*



Peel-off  
nail polish



Curling  
set



Creative  
book



Mirror with  
LED



Hairband  
with bath  
bomb





Selection of articles

# Miss Melody

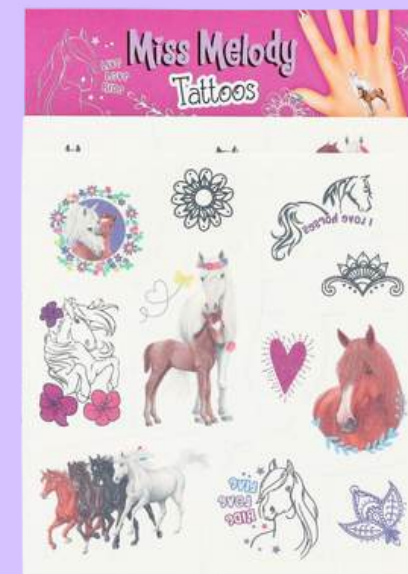


Filled triple pencil case



Diary with code and sound

With 116 stickers



Stationery to design

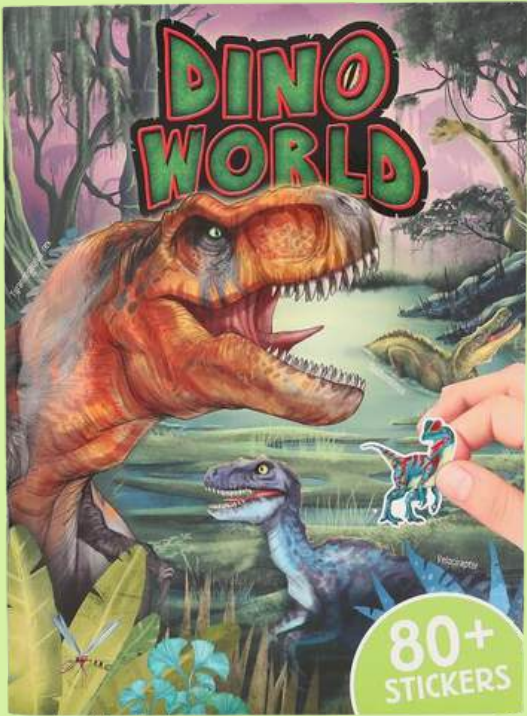
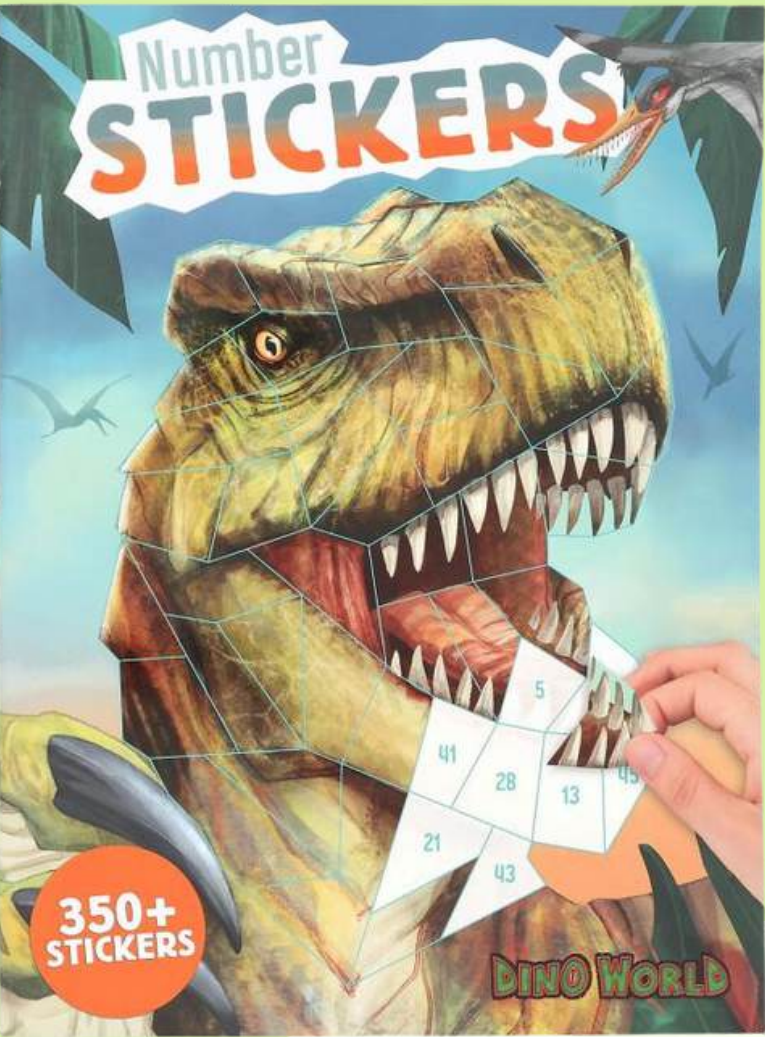




Selection of articles

# DINO WORLD

**+ACTION**



With puffy stickers



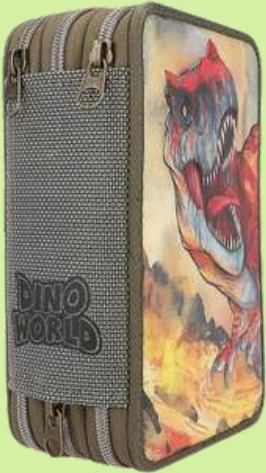
For excavation



Flashlight with picture effect



With code and sound



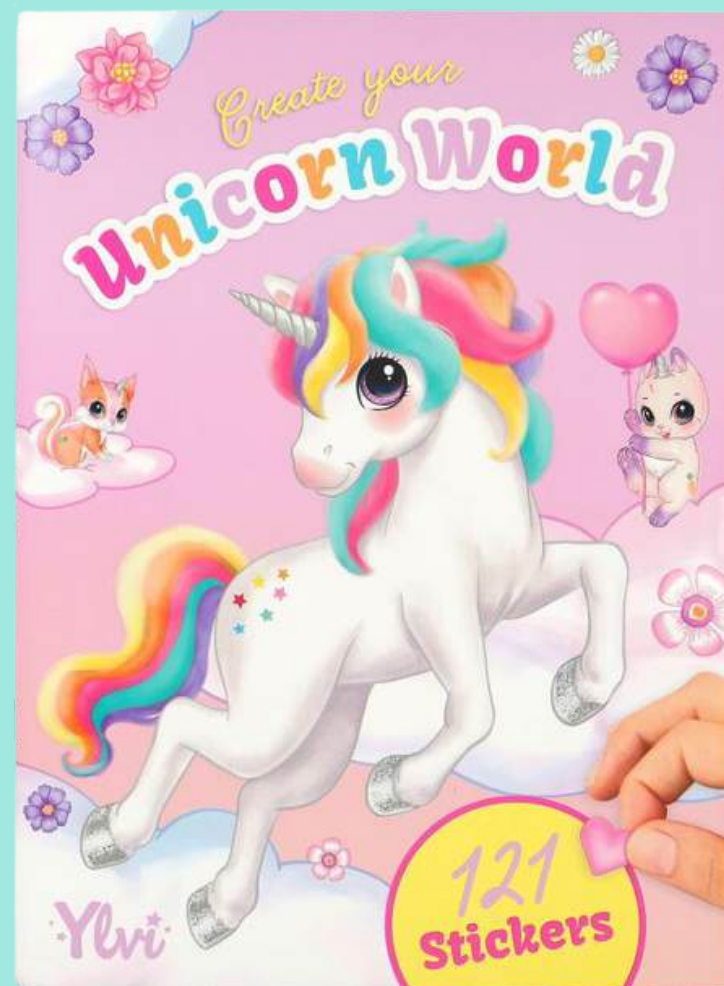
DEPESCHE



Selection of articles

Ylvi

Glow in the dark



Vegan and gluten free





Selection of articles

# Princess Mimi



Painting with  
water



Cute hair  
accessories



With  
adjustable  
straps





Selection of articles

# TRENDS

BY DEPESCHE



Individual charms



Sticker book



Keyrings



Guardian angel pendants





# POS INSIGHTS





# TOPMODEL MAGAZINE

The TOPModel creative magazine offers creative drawing instructions, DIYs, exciting stories about friendship and feelings as well as age-appropriate fashion and beauty tips. Subtle product placements connect it with retailers and promote sales.

With a monthly print run of around 166,000 copies (including around 12,000 subscriptions) in Germany, the creative magazine is one of the market leaders in its target group segment.

In addition the magazine is also published in France, Spain, the Netherlands and other countries.



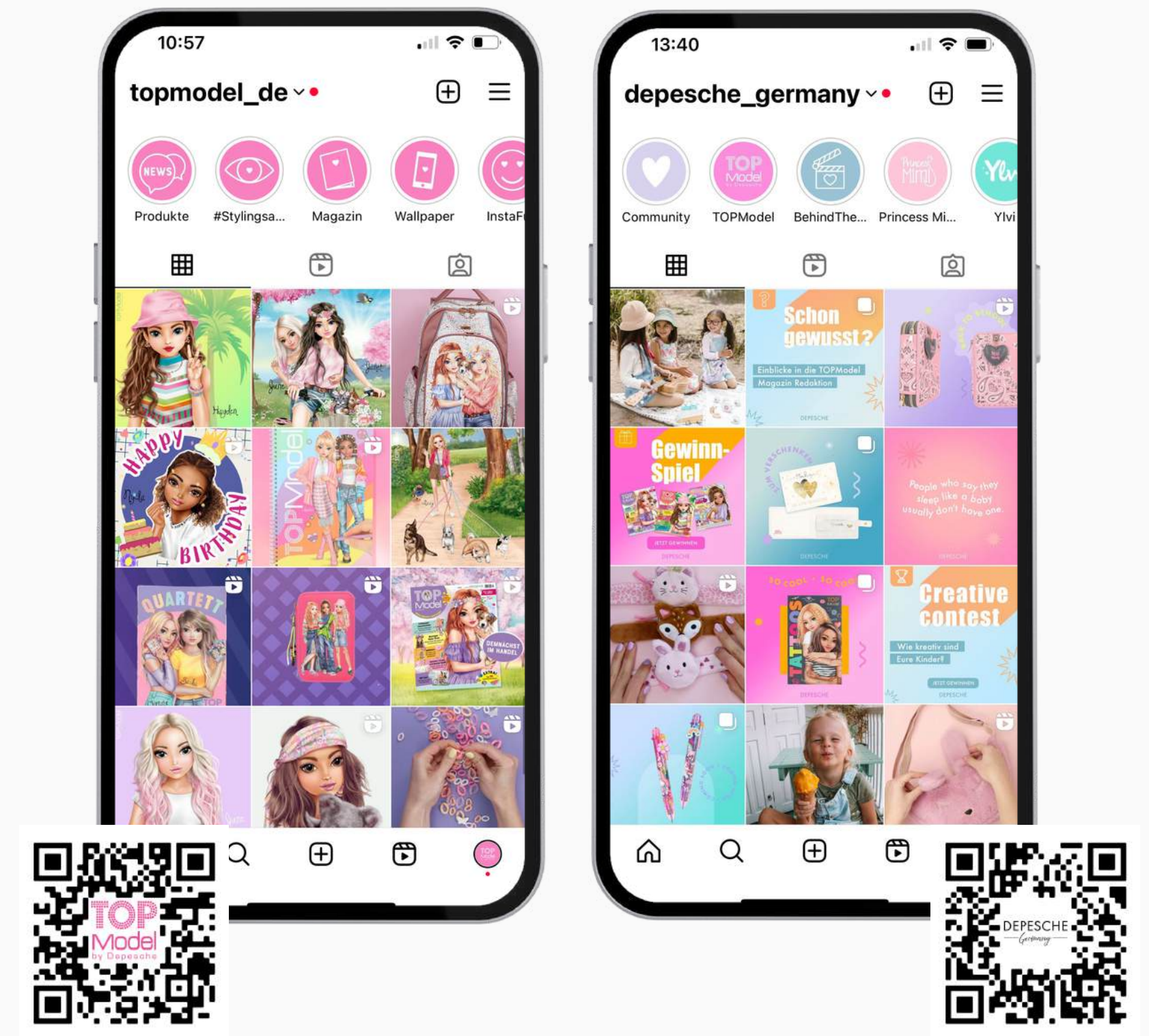


# SOCIAL MEDIA

We are also active on social media with TOPModel (@topmodel\_de and @topmodel\_international) and our company (@depesche\_germany) on all target group-orientated platforms.

With TOPModel we reach around 50,000 accounts on Instagram every month. Within 2,5 years we have tripled the number of followers on the Depesche account and gained over 60,000 on TikTok (@topmodel\_official).

TOPModel entertains with #Instafun and fashion facts, while the company account shows new products and provides insights into product development, thus creating a bond with the brand Depesche.





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