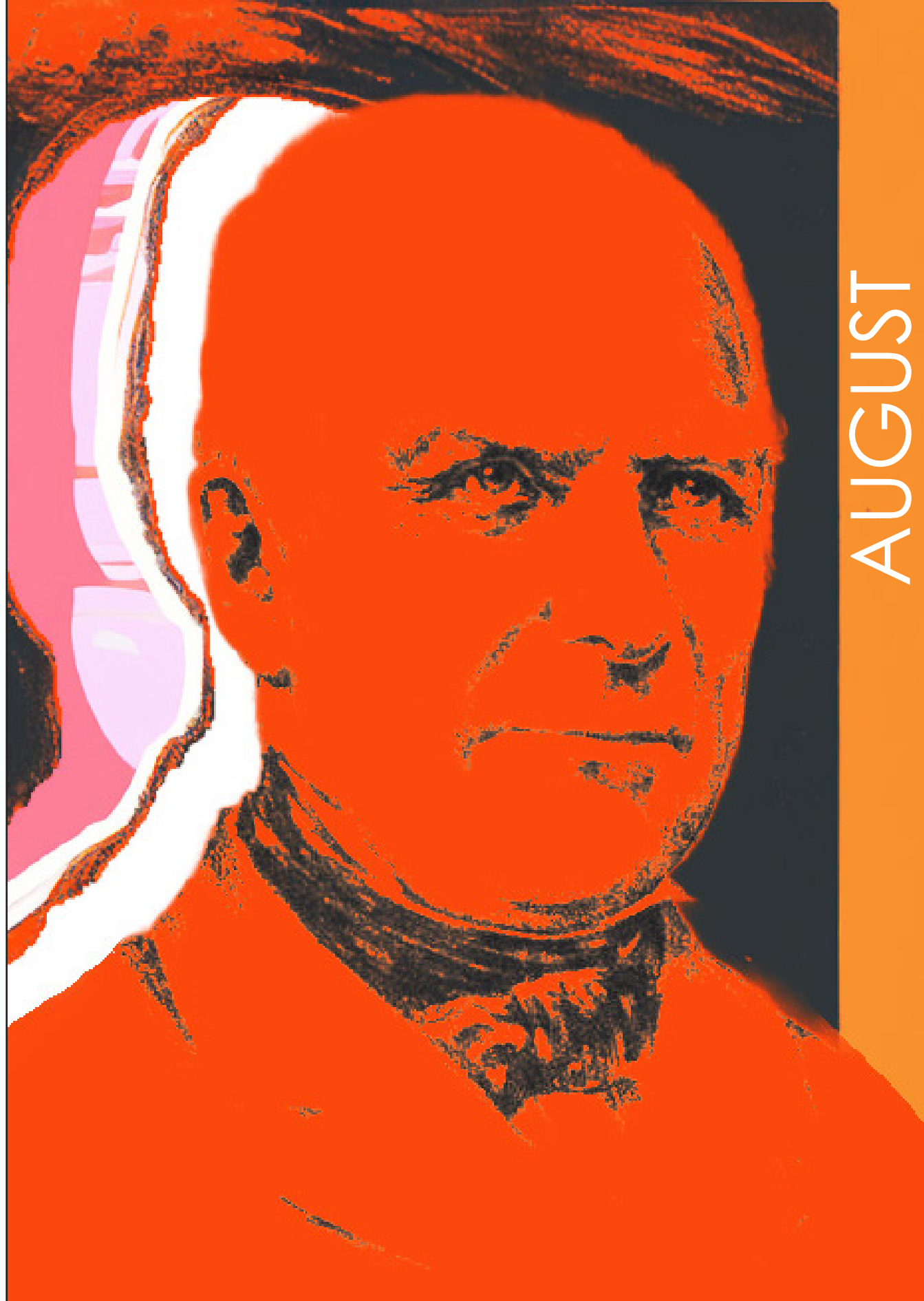
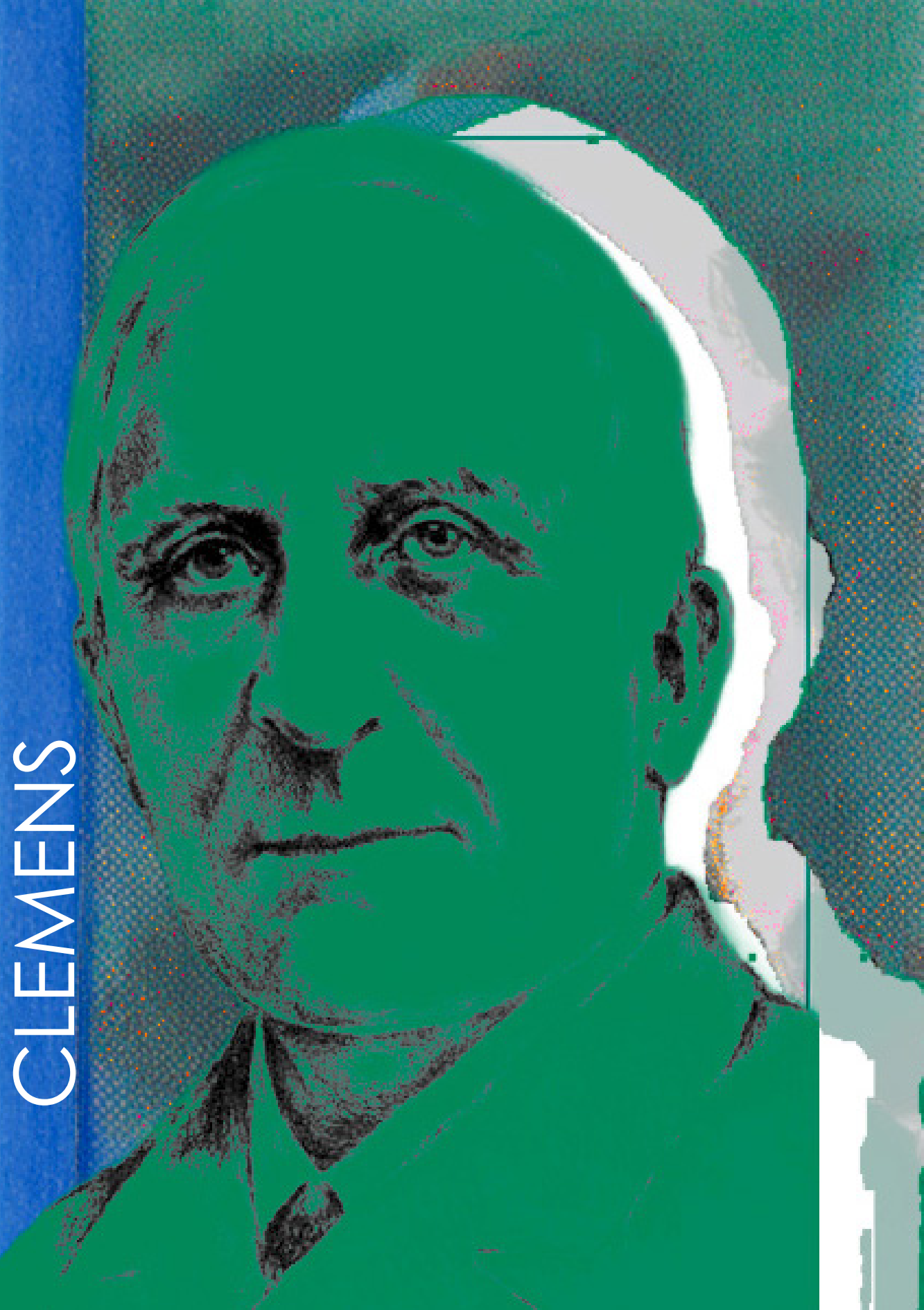


CLEMENS



AUGUST



Clemens and August had the belief and the capabilities to create and expand their own business. The seeds of this entrepreneurial longing were sown early. Sons of travelling linen merchants, they grew up in Mettingen, Germany in the 1820s and learned from an early age the importance of playing a constructive role in society. They also thirsted for the excitement of trade and travel, and followed their father and uncles to the town of Sneek in the Netherlands to apprentice in the family business.

START

For the first twenty years, the brothers operated from a warehouse. In 1860, they opened their first shop, in Sneek, selling draperies and pre-cut fabrics. It was an immediate success. In 1881 a second store was opened, this time in nearby Leeuwarden, which proved even more successful than Sneek. August died in 1892, but Clemens lived long enough to see two more stores open – both in Amsterdam, in 1893 and 1896. Within only a few decades, the sons of Clemens and August expanded the business to the large cities (Leeuwarden, Amsterdam, Groningen, Rotterdam), making C&A one of the very first national retailers.