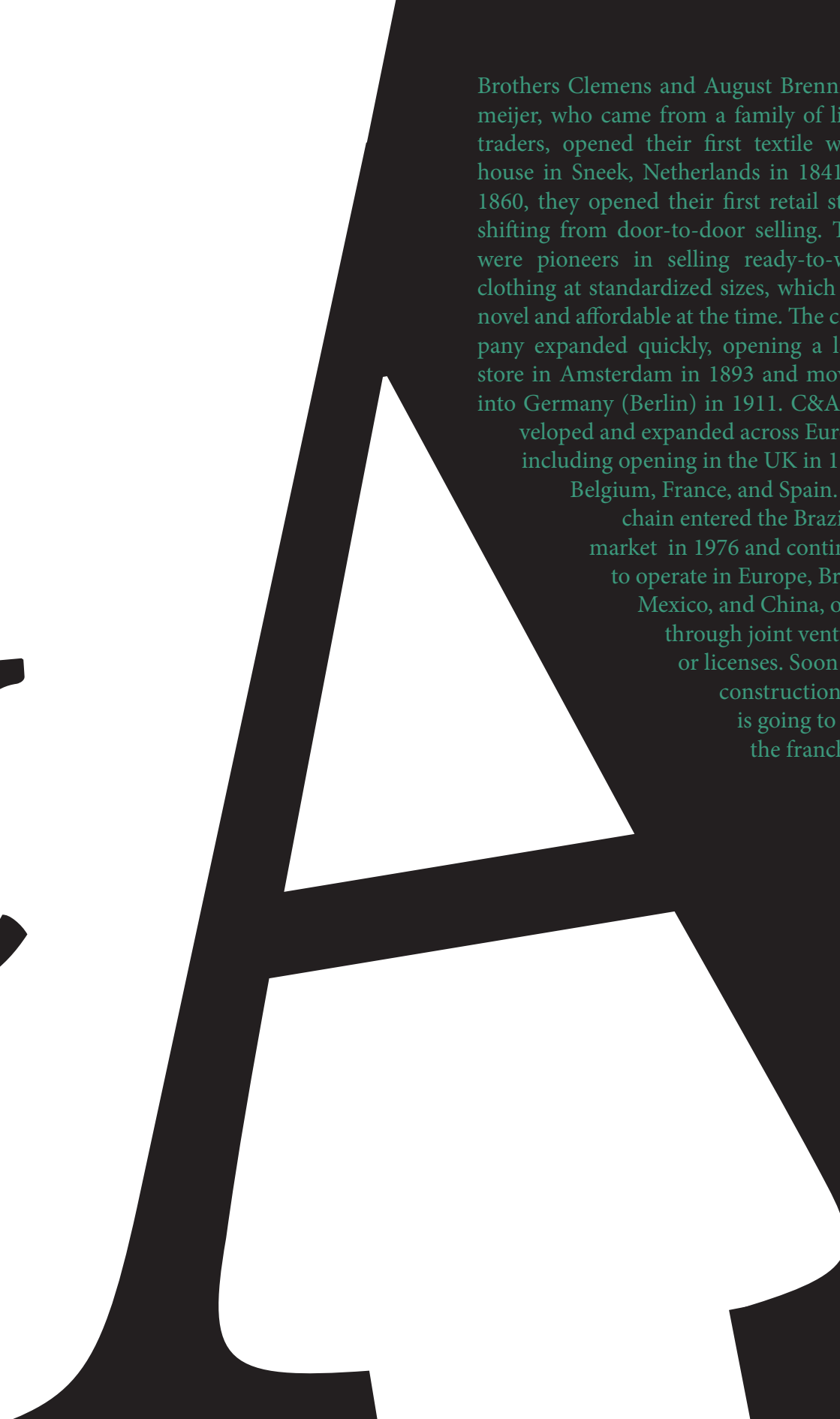


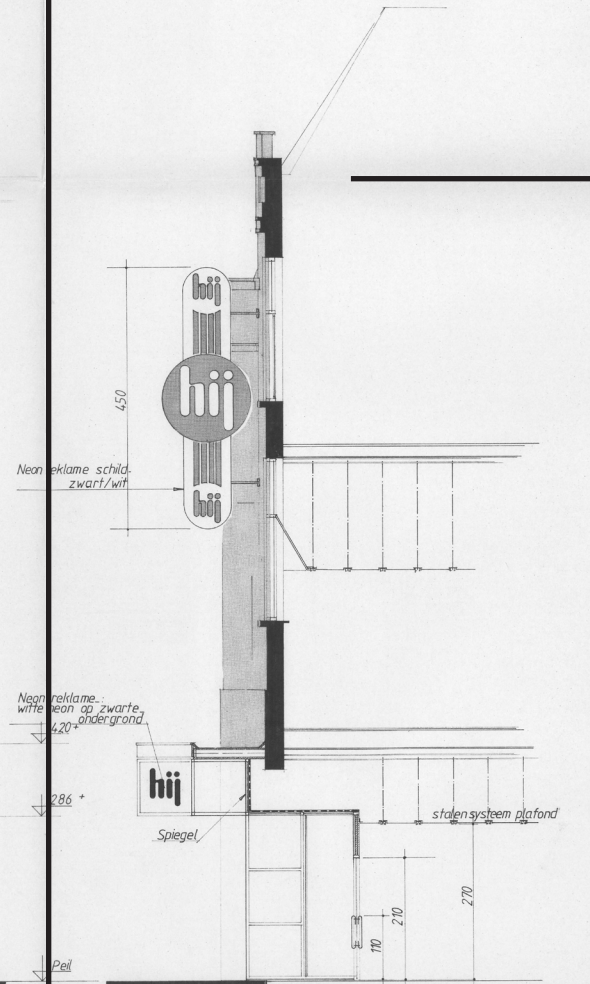
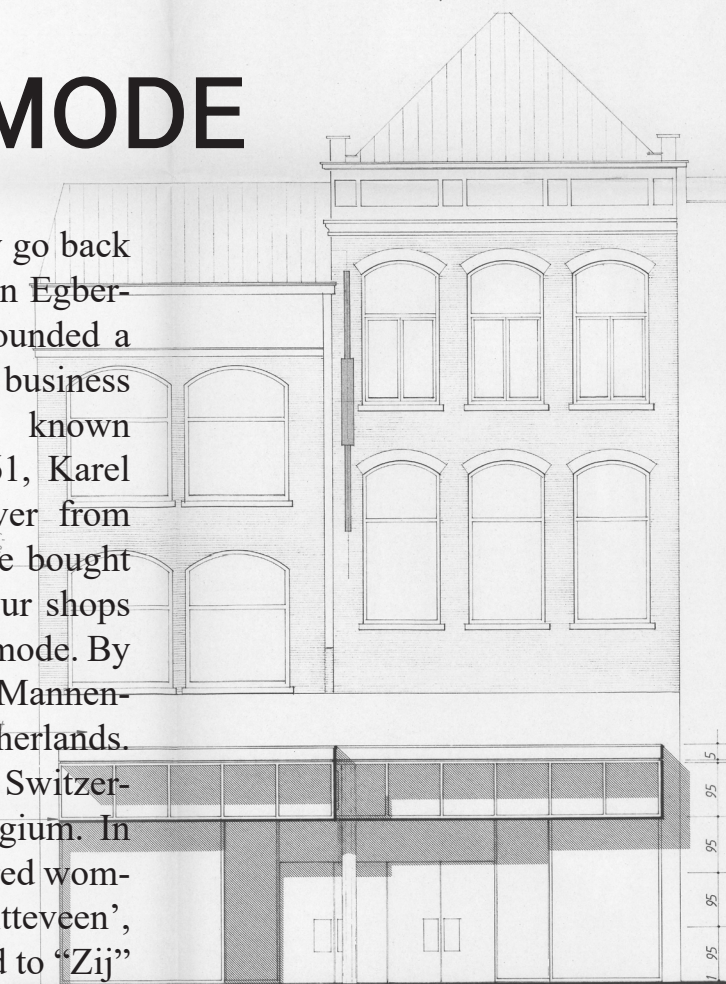


Brothers Clemens and August Brenninkmeijer, who came from a family of linen traders, opened their first textile warehouse in Sneek, Netherlands in 1841. In 1860, they opened their first retail store, shifting from door-to-door selling. They were pioneers in selling ready-to-wear clothing at standardized sizes, which was novel and affordable at the time. The company expanded quickly, opening a large store in Amsterdam in 1893 and moving into Germany (Berlin) in 1911. C&A developed and expanded across Europe, including opening in the UK in 1922, Belgium, France, and Spain. The chain entered the Brazilian market in 1976 and continues to operate in Europe, Brazil, Mexico, and China, often through joint ventures or licenses. Soon this construction site is going to join the franchise.

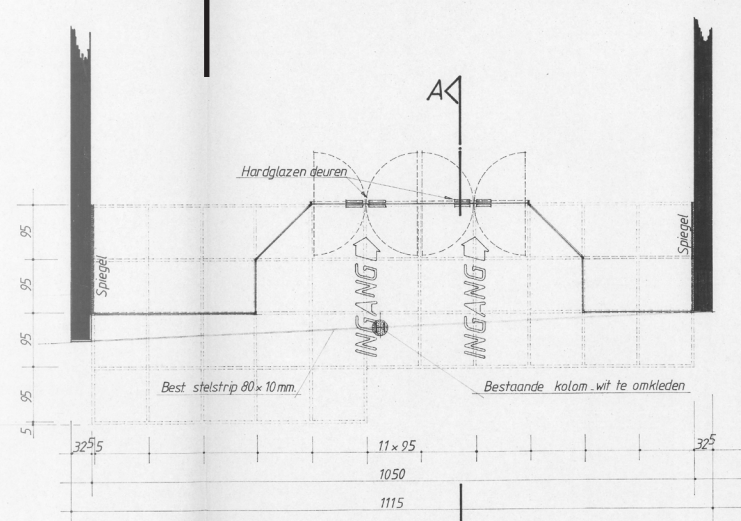


“HIJ” HERENMODE

The roots of the company go back to February 1, 1917, when Egbertus Hendricus de Waal founded a men's clothing wholesale business in Amsterdam, initially known as E.H. de Waal. In 1961, Karel (Kees) de Waal took over from his father. A year later, he bought a small retail chain of four shops and renamed it Hij Herenmode. By 1977, there were 75 “Hij Mannenmode” shops in the Netherlands. The chain expanded into Switzerland (as “Hey”) and Belgium. In 1986, the company acquired women's fashion company ‘Witteveen’, which was later rebranded to “Zij”



AANZICHT



PLATTEGROND

DOORSNEDE A-A

PROJEKT: VERBOUWING WINKEL „hij” HERENMODE B.V.
HERESTRAAT 18 TE GRONINGEN

BOUWKUNDIGE AFDELING „hij” HERENMODE B.V.
1983 8 FEB 1983 nr. 1245

DATUM: 02. 11 1983 SCHAAL 1:50 WERKNR.: HER 832

GEVEL AANZICHT - DOORSNEDE EN PLATTE-GROND NIEUWE TOESTAND



In March 1999, all “Hij” and “Zij” stores were rebranded into a single international name: WE. Today, the company operates internationally as WE Fashion, offering clothing for men, women, and children. “Hij” Herenmode operated at Herestraat 18-20 in Groningen for roughly 30 years, specifically between 1969 and 1999. The brand actually returned to Herestraat 18 shortly after Pull & Bear vacated the space in 2022. Now the store is back to C&A