



SUGARBIRD

THE HOUSE OF SUGARBRANDS

BUDAPEST
EST. 2007





ARE YOU READY TO FLY?

OUR MISSION

Let's fly!

Dear Ladies and Gentlemen,

Warm **welcome on board**
on behalf of **SUGARBIRD**
Fashion Company, bound for
a wonderful (sugar)fairytale.
Are you ready to take off?
Fasten your seatbelts, the
journey will **begin shortly!**

Enjoy your flight, and
thank you for flying with
SUGAIRBIRD Fashion
Airlines!

#SUGARTALE #SUGARGOODS



THE MUSE

#heritage
#spicey
#power

WHO WOULD BE THE MUSE?

Of course none other than **Stefano Gabbana and Donatella Versace's glamorous love child**. The little princess who is in love, who lives in a **"fairy, sugar tale garden"** and waiting for prince charming..., ohm, no not that!

SHE IS WAITING FOR THE
LATEST AND COOLEST  PIECES.



Wear **lace** with **satın**, stiletto
heels with jeans, be **kind**, be
brave, be lush, be **feminine**,
be cool, be **princess**, be
glamouros, be playful,
be too much...



THE MULTIBRAND CONCEPT



BUDAPEST
EST. 2007



The idea was to create **multiple brands under a single label** with **separate but combinable** style characteristics. Our online shop and retail stores operate as a **multi-brand store**, showcasing our own brands. A **common feature** of the brands is that each of them **features the iconic bird logo** in some form. In addition to these lines, each year, we cooperate and **feature collections with world license**

guest labels, such as the **Walt Disney Company, Warner Brothers, DC Comics, Fox Studios, or Coca Cola**. Sugarbird House **offers** more than **500 styles** to its customers each year and **this number is growing** year by year.

All collections are designed, **printed and manufactured** by the team of **Sugarbird LAB** locally in Hungary.

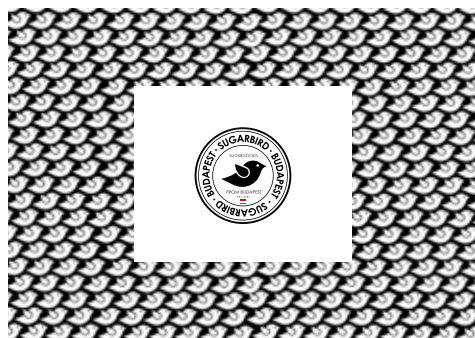


ENIKO MIHALIK



OUR OWN BRANDS

MONOGRAM



SUGARBIRD BUDAPEST

Starring the brand name and logo, with
many many many many many many
many many many many many many
many many many many many many
many many... birds.

BE COOL



QUEEN AND THE GANG

Queens becoming gangsters, or gangsters becoming queens? Iconic graffitis with sugar lifestyles. Be gang, be crazy, be cool!

HERITAGE



CZUKORMADÁR
HUNGARIAN HERITAGE

From January 2019, a unique collection preserving Hungarian heritage values is presented as a separate brand, "CZUKORMADÁR" [tsukormadaar].

The collection is based on original folk embroidery patterns dating back to hundreds of years, using traditional and redesigned elements. The mission of Czukormadár is to keep the local embroidery heritage alive and bring the Hungarian folk culture to fashion.

GREEN



VEGANSUGAR

The latest brand of the Sugarbird House is inspired by herbs and spices. Enter into the magical herb garden of the Vegan Sugar.



SUGARBIRD BUDAPEST



The lifestyle you
ordered is currently
out of stock



QUEEN[®]

AND THE GANG

"Every year they have more and more fans, their clothes have already been worn by world stars like Beyoncé, Haley Biber, Celine Dion, Jennyfer Hudson or Katy Perry"

- Glamour (Hungarian edition) 2019.





HUNGARIAN HERITAGE

"I see the great development process that Sugarbird is making with our folk craftsmen, within the original environment, with original knowledge and the UNESCO heritage behind us, thus creating new pieces of works together"
- Zsuzsa Berecz, President of Matyo Association 2019





BRANDNEW

"As one of the creative DNA of the company, just like a painter does on canvas, I would like to „paint“ my mission and thoughts on my canvas, clothes. And yes, the aspiration to a vegan lifestyle is a very important topic for me, and we would like to draw attention to it, with a collection depicting plants."

— Hedvig Jagasics v. Csonka, founder

CAMPAIGNS WITH OUR OWN BRANDS

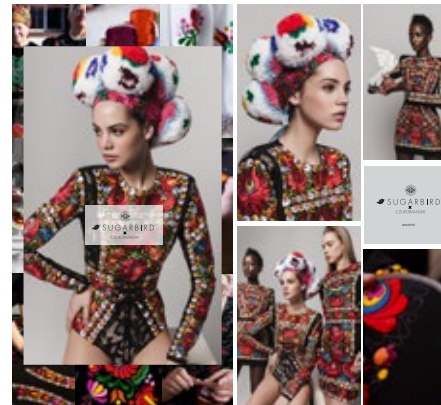


SUGARBIRD BUDAPEST



QUEEN
AND THE GANG

QUEEN AND THE GANG



CZUKORMADÁR
HUNGARIAN HERITAGE



VEGAN
SUGAR

VEGANSUGAR

CAMPAIGNS WITH GUEST STAR LABELS



Disney
©Disney



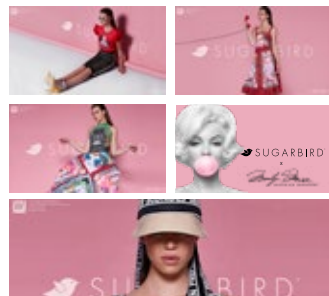
Frida Kahlo
© Frida Kahlo Corporation



ZSOLNAY
PORCELÁNMANUFAKTÚRA ZRT.



WARNER BROS. PICTURES
DC
WARNER BROS.



20th CENTURY FOX



Coca-Cola



ENIKO MIHALIK



CN
CARTOON NETWORK



SUGARBIRD BUDAPEST



QUEEN™

AND THE GANG
LIMITED EDITION SATIN
BLACK_WHITE




SUGARBIRD
THE HOUSE OF SUGARBRANDS

QUEEN

AND THE GANG
BUDAPEST
EST. 2007

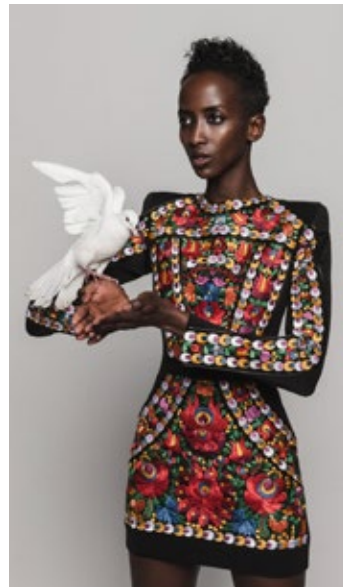
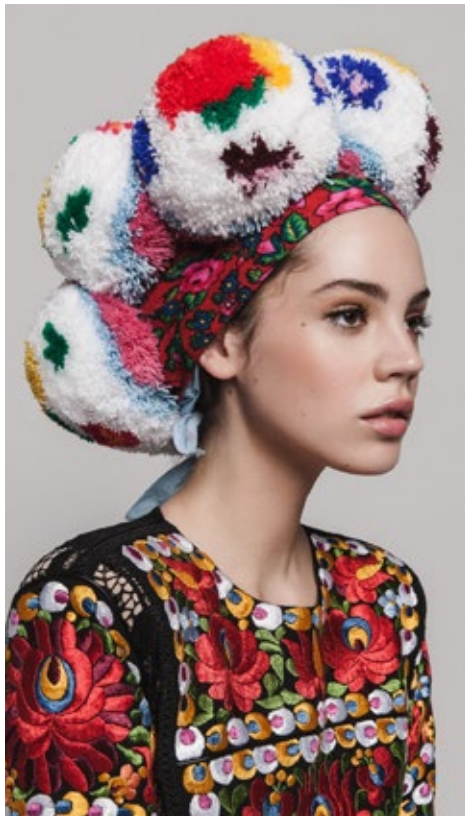
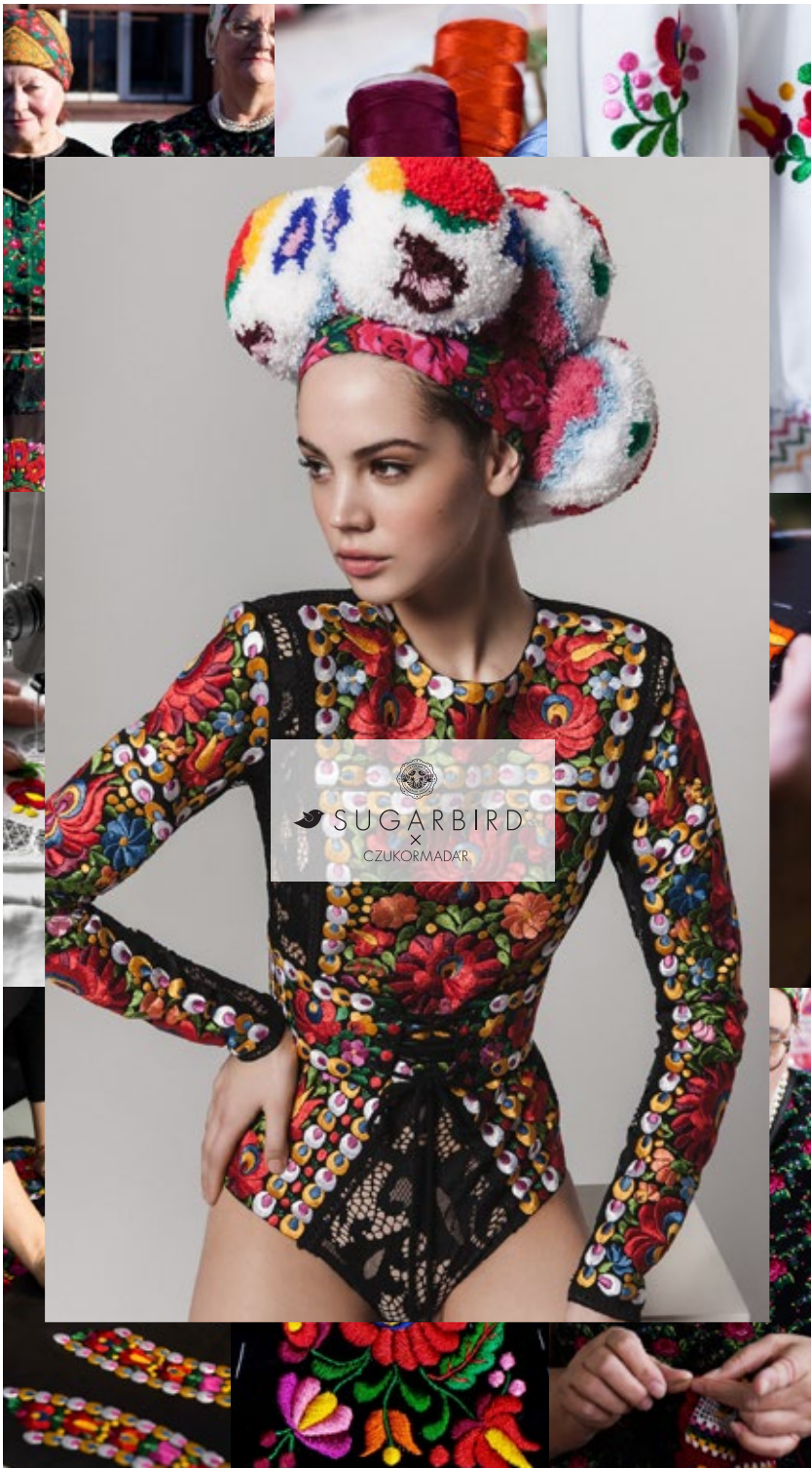



QUEEN

AND THE GANG




**VEGAN
SUGAR**



CZUKORMADAR[®]
HUNGARIAN HERITAGE



HANDMADE






SUGARBIRD
THE HOUSE OF SUGARBRANDS



BUDAPEST
EST. 2007



CZUKORMADAR[®]
HUNGARIAN HERITAGE





Disney
MICKEY
MOUSE



Disney
MOANA



SUGARBIRD
BY ANDREW BUCKLEY

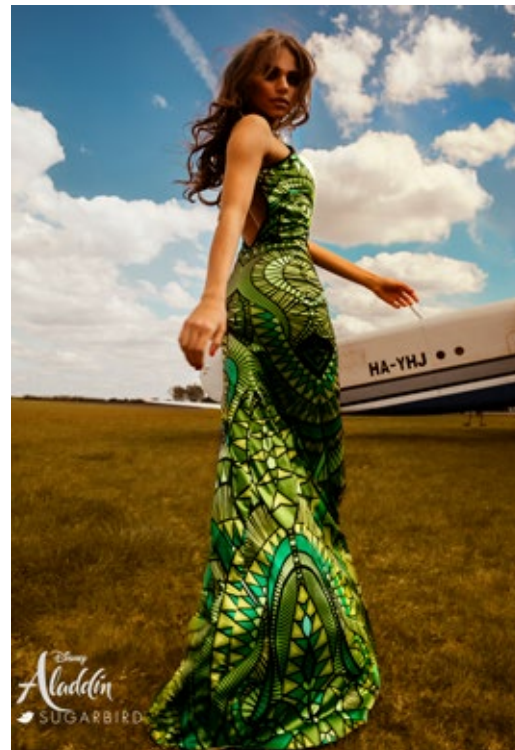
Disney
MOANA





Disney
BEAUTY
AND THE
BEAST





Disney
Aladdin
SUGARBIRD™

Disney
Aladdin



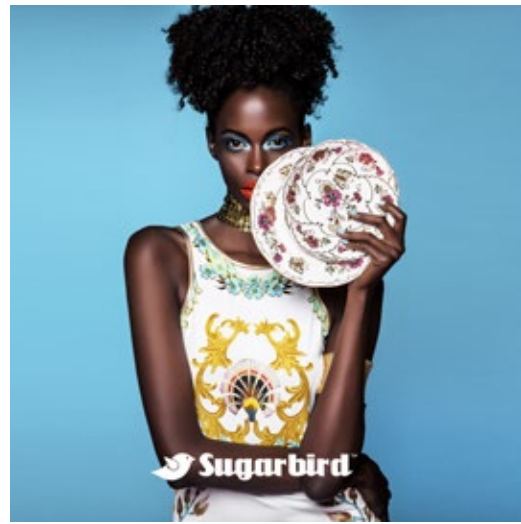

SUGARBIRD™
THE HOUSE OF SUGARBRANDS

Disney
MULAN

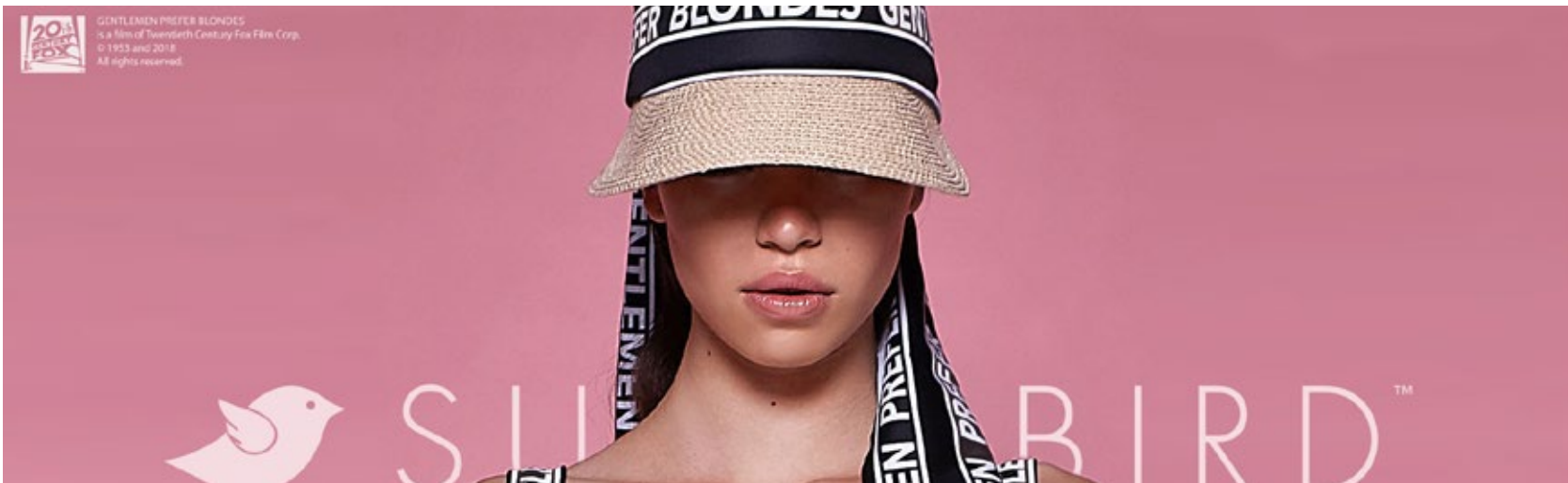
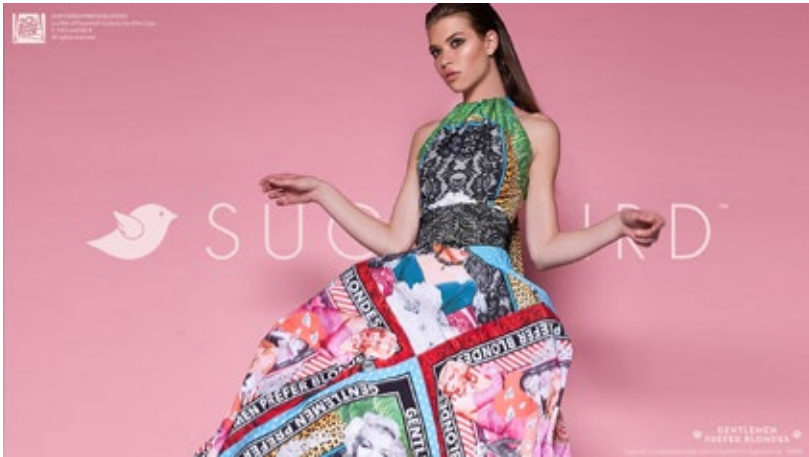


Disney
MULAN











Coca-Cola
Trade-mark ®



Coca-Cola



"Sugarbird" is a registered trademark of Sugarbird Kft. Registration No. 134801

ENIKO MIHALIK
—  —
SUGARBIRD™
BUDAPEST





ROADMAP

2007

The Sugarbird **was born** in **2007**, somewhere over the rainbow, where **Sugarbirds fly, to this day and beyond.**



2007

The Sugarbird brand is founded by an ambitious young girl, **Hedvig Jagasics v. Csonka**. Armed with experience and great ideas, she **started** the company **from virtually nothing**, with a **5,000 euro investment**. She has gathered some excellent professionals to launch an internationally sound fashion brand. The company is **still privately owned**, with annual **sales exceeding € 4 million.**



2008

Amazing period, **in collaboration with** the most **renowned celebrities** and models of Hungary, the iconic **Sugargirls team** is still the **most popular girl team** in the country.



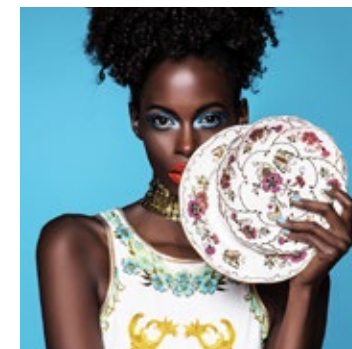
2014

In a unique way in Central Europe, the **license collaborations started** with the trust of four world companies at the same time. The iconic **“you are not the boss of me” Mickey Mouse** collection for example is still available on the palette up to this day.



2016

The unique **Zsolnay Porcelain Manufactory** inspired cooperation, presented on the now **world-famous Serbian model, Orinella.**



2016

A real breakthrough, when **Beyoncé's choice** was a **complete Sugarbird outfit**, from that moment on, other world stars such as **Haley Biber, Katy Perry, Celine Dion or Jennyfer Hudson** chose the Sugarbird brand.



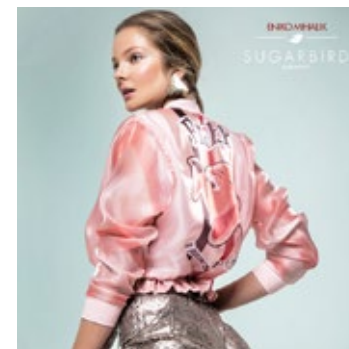
2017

The company was commissioned by **Disney's team** to **exclusively design Moana**, a collection that also introduces the **special Polynesian culture**. The collection made a fantastic **debut at the BAFTA** and **launched the US market.**



2017

Creation of a **collection** with the **world-famous iconic Hungarian model, Enikő Mihalik.**



2017

Our **„Queen and the Gang”** brand is also included in our palette as an **independent brand**, and the iconic **queen jacket** has “traveled all over the world”.



ROADMAP

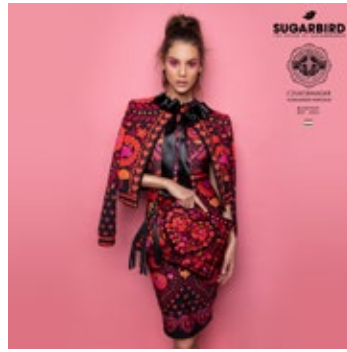
2018

More **collaborations** with other fantastic licenses like the **Fox Studios and Coca Cola**.



2019

„We bring Hungarian into fashion!“
— Hedvig Jagasics v. Csonka
Another own brand, „**Czukormadár**“ is created, which uses traditional embroideries of Hungarian heritage, elevating them into the world of cat-walks while keeping the tradition alive.



2019

Sugarbird **wins Disney's award** for **best collaboration of the year**, highlighting our fantastic creative content.



2019

The **biggest fan of Disney collections is Katy Perry**, the brand has been featured at Disneyland retail and online stores.



2020

Another **world license** chose Sugarbird, **Frida Kahlo**.



2020

The House of Sugarbird **multi-brand concept was created**, with the **ever-expanding production** and distribution of our own brands.



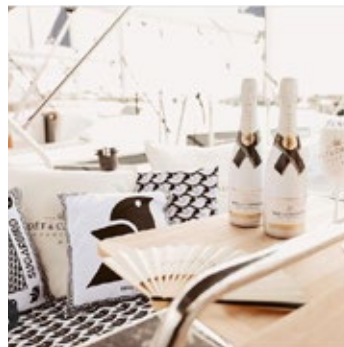
2020

Sugarbird, alongside with **Unicef Hungary** is committed to **fighting and raising awareness** for the **elimination of child labor**.



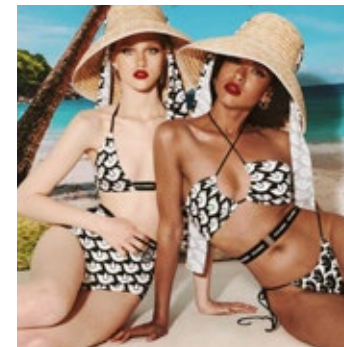
2021

As a result of a **joint collaboration**, the first **Sugarbird x Moët & Chandon** saiboot sailed out.



2021

The bird is the ace! Our first **Summerbird Collection** is starring the **bird icon**, nearly **80%** of the collection **sold out** 5 days after its release.



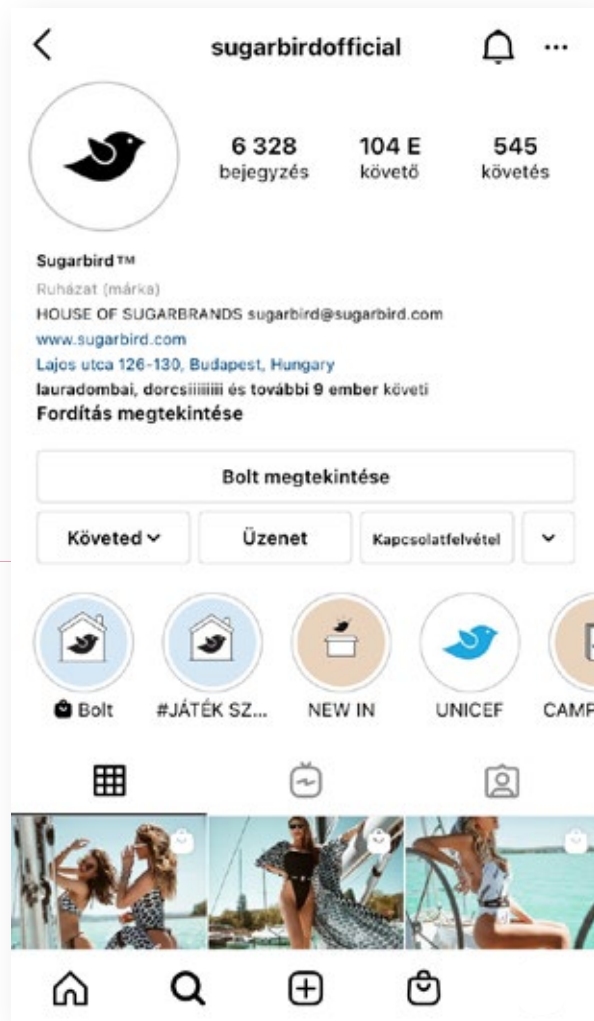
And even now our Heyday is coming! :)

OUR BRAND POSITION



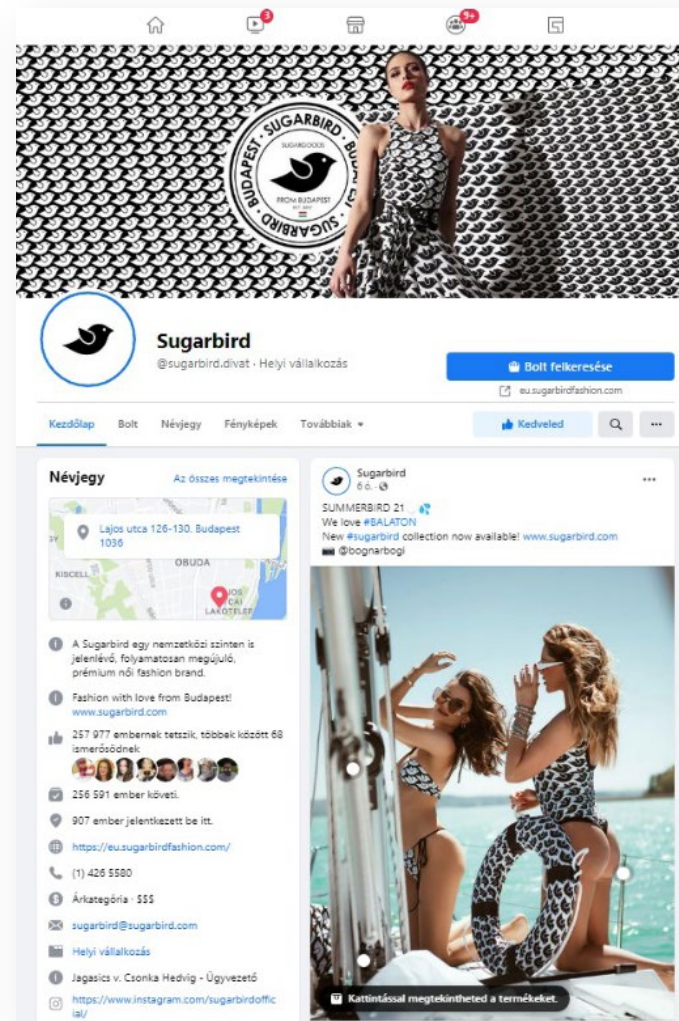
SOCIAL MEDIA

Instagram



104 000+
FOLLOWERS

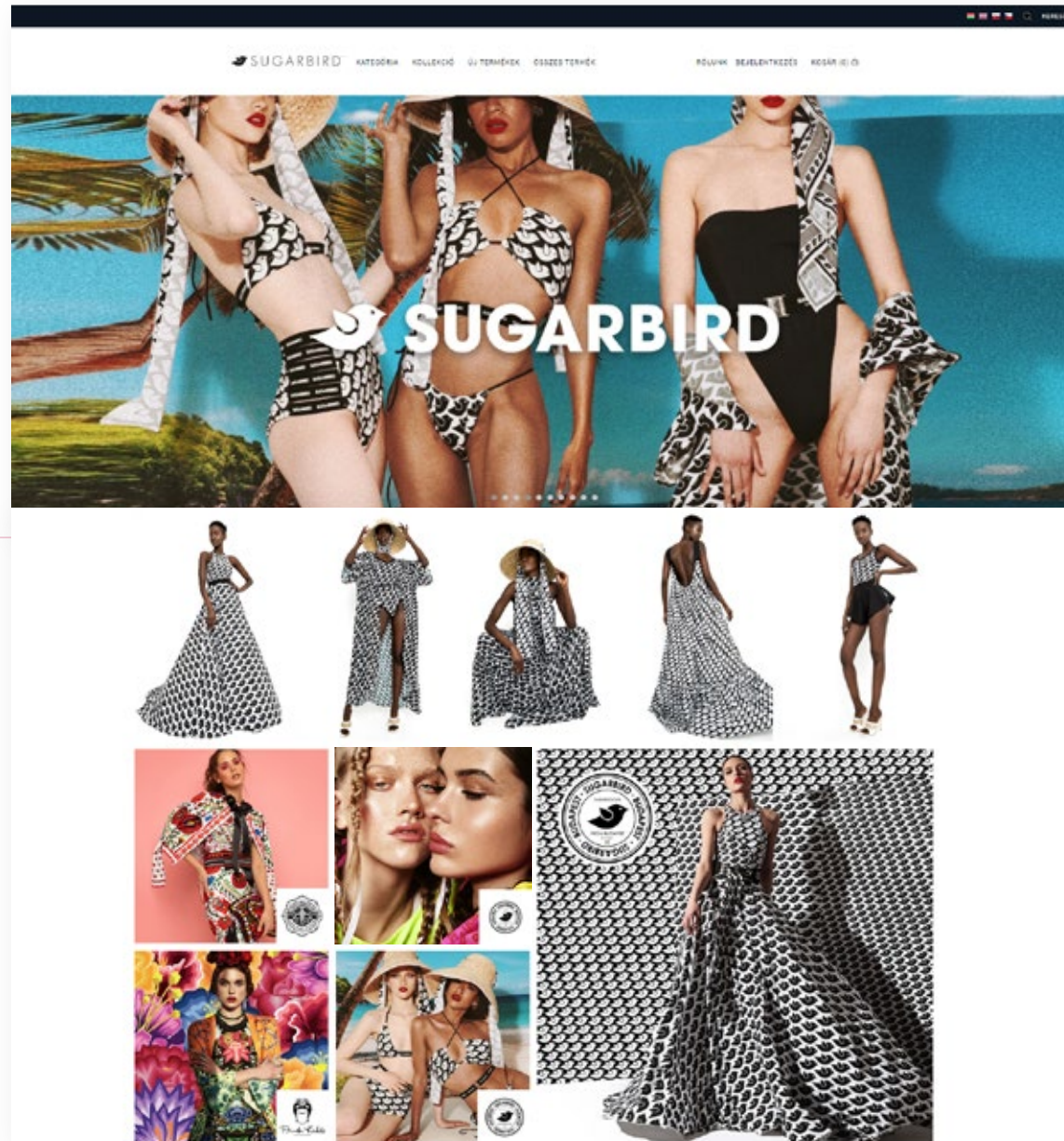
Facebook



257 000+
FOLLOWERS

ONLINE SHOP

www.sugarbid.com

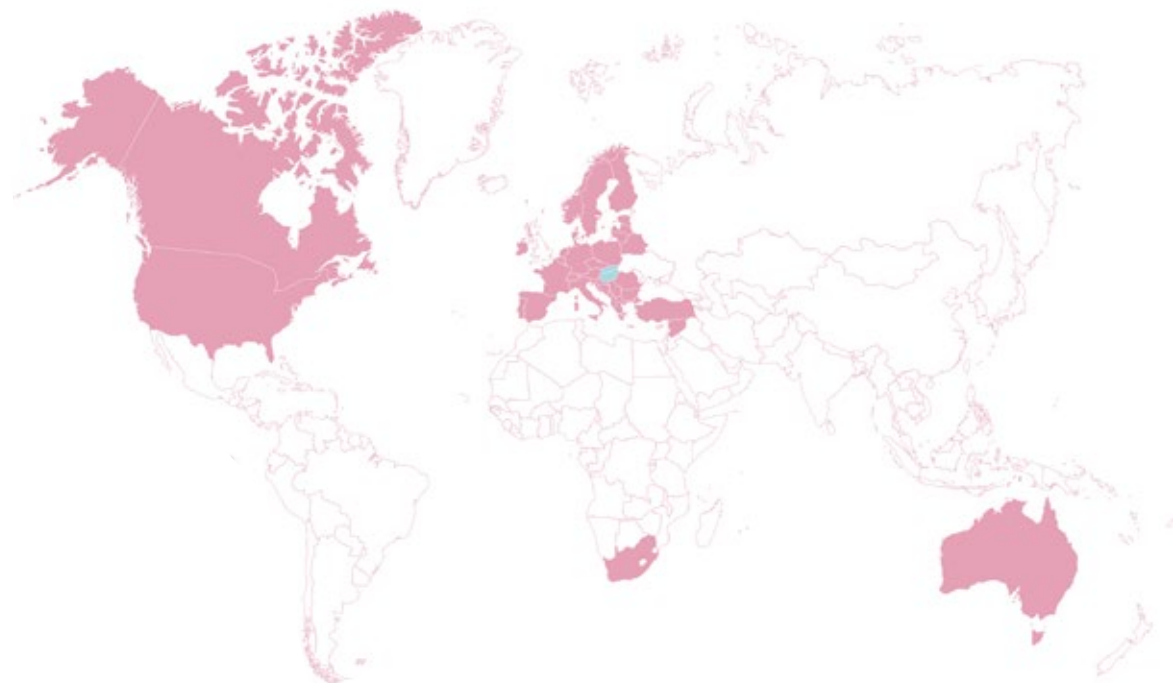
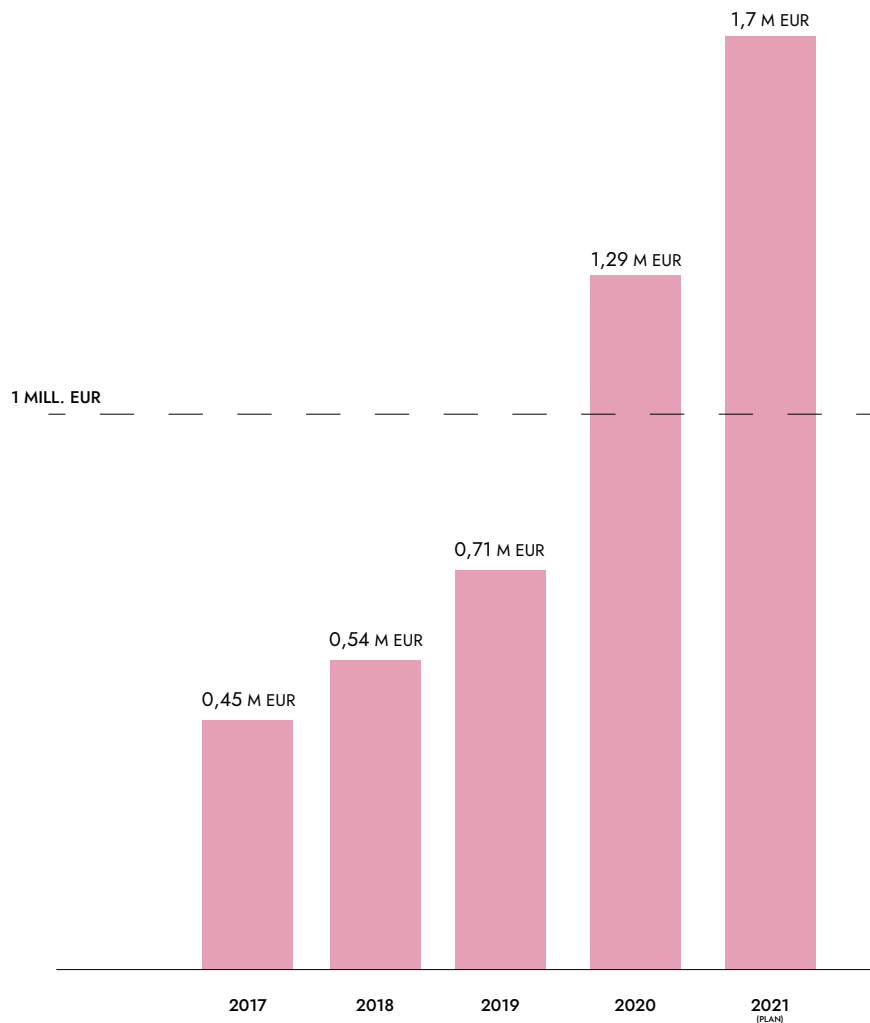


150 000+
USERS/MONTH



ONLINE AVAILABILITY

SUGARBIRD ONLINE STORE ANNUAL NET INCOME:



BRAND STORES

HUNGARY	7
SLOVAKIA	2

ONLINE STORE AVAILABILITY

AUSTRALIA	DENMARK	IRELAND	MONTENEGRO	SLOVAK REPUBLIC	UNITED KINGDOM
AUSTRIA	ESTONIA	ITALY	NETHERLANDS	SLOVENIA	UNITED STATES
BELGIUM	FINLAND	LATVIA	NORWAY	SOUTH AFRICA	
BULGARIA	FRANCE	LITHUANIA	POLAND	SPAIN	
CANADA	GERMANY	LUXEMBURG	PORTUGAL	SWEDEN	
CROATIA	GREECE	MALTA	ROMANIA	SWITZERLAND	
CZECH REPUBLIC	HUNGARY	MONACO	SERBIA	TURKEY	

STORE DESIGN



RETAIL PARTNERS

Disneyland
PARIS

FLYING SOLO
New York

BUDAPEST SELECT
CONCEPT STORE

YOOX.COM
SHOP FASHION / DESIGN / ART

Virgin
MEGASTORE

shop
Disney

W
HOTELS
New York

REFERENCES

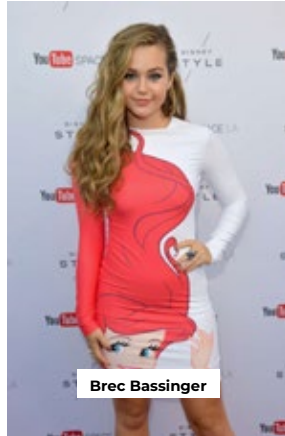
- CELEBRITIES



Beyonce



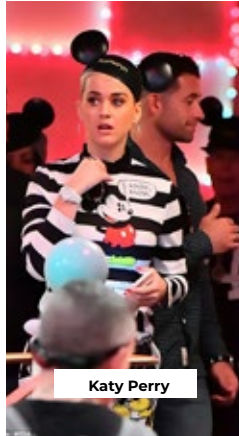
Keke Palmer



Brec Bassinger



Jenna Ortega



Katy Perry



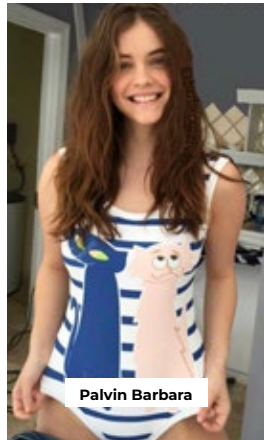
Pia mia



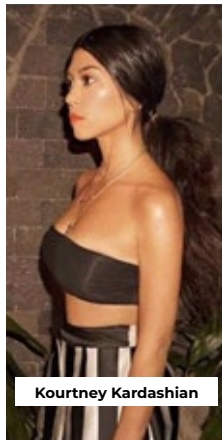
Jennifer Hudson



Cande molfese



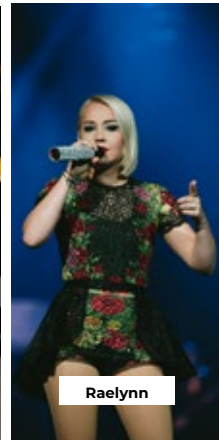
Palvin Barbara



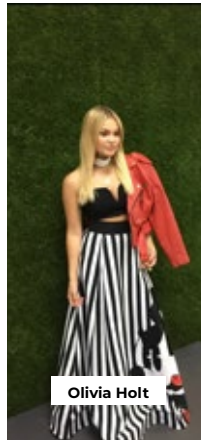
Kourtney Kardashian



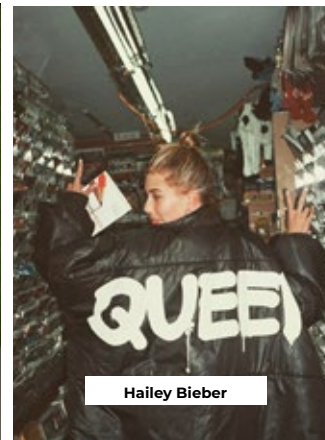
Celine Dion



Raelynn



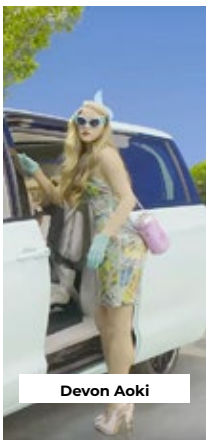
Olivia Holt



Hailey Bieber



Chanel West Coast



Devon Aoki

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&U magazine



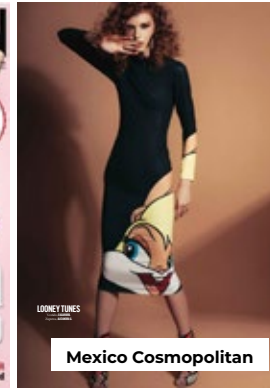
Joy



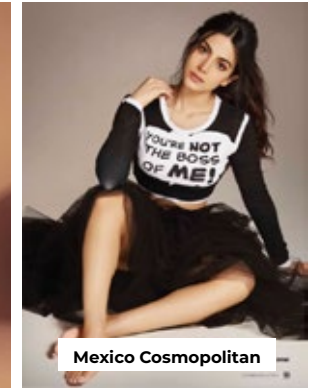
Marie Claire



Cosmopolitan



Mexico Cosmopolitan



Mexico Cosmopolitan



Wmagazine



Elle Canada



Marie Claire



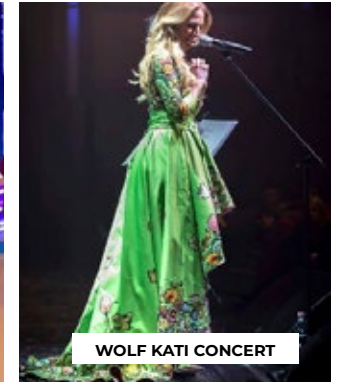
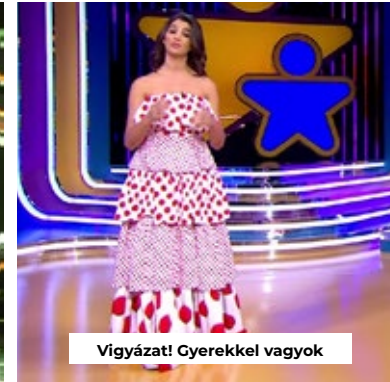
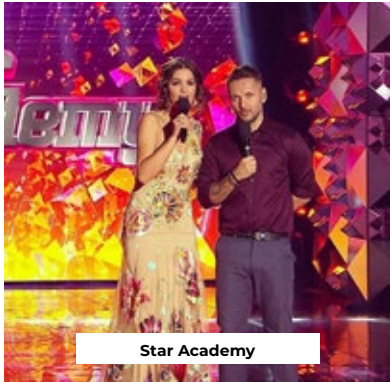
Marie Claire



Marie Claire

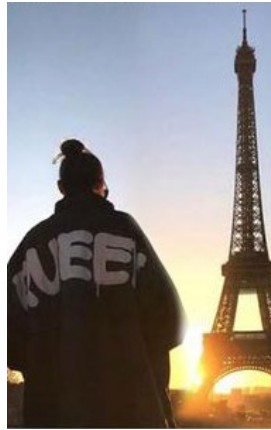
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- TV SHOWS



REFERENCES

- QUEENS FROM AROUND THE WORLD



THANK YOU
FOR YOUR ATTENTION!

*FOR MORE INFORMATION
DON'T HESITATE TO CONTACT US!*

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