



Fantastic backpacks, divine handbags and cute wallets at their most colourful, that's us. For 7 years we have been enchanting you with a range of playful accessories and clothes that bring you everyday joy. You'll find your new backpack, purse partner for essentials and many other loves right here. Unconventional fashion that grabs you by the heart or by the strap. That's VUCH.





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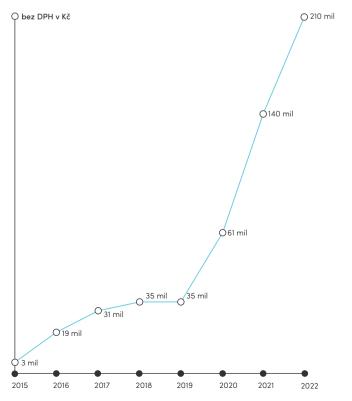


We are growing

We have come a long way in the last two years. We have become the fastest growing Czech fashion brand. By joining with the eRockets investor group, we want to consolidate the continuous growth of the company and push the whole brand to the next level. And we are taking the appropriate steps to do so.

In June 2023, we are opening a new Vuchstore in Slovakia in the unique shopping complex OC Eurovea, located in the centre of Bratislava. With this big step, we will stabilize the Slovak market and be closer to our Slovak customers. This year we are also moving fully into a new segment. We believe that if this year is going to make a mark in the company's history, it will almost certainly be in the form of shoes.

We want to continue to show that we are an established, strong brand with a quality and affordable product. We're looking forward to the years to come and we'd love for you to be there too.



2022 in numbers

- → The fastest growing fashion brand in the Czech Republic
- 319 431 Kč
- → Donated to non-profits
- 12
- → Charity projects supported
- 261 %
- → Growth of eco collection
- 29 292 627
- → Newsletters delivered
- 235 924
- → Total number of orders
- 469
- → Colour variants
- 210 454 000 Kč → Company turnover

→ Ideas and no limits

Our plans?

In 2023, our primary goal is to maintain and increase the expansion of the past years and continue doing what we do best. But we will always seek the outer limits of our potential. With all the humility and determination worthy of our Chrudim party. We really have a lot of big challenges ahead of us this year.

We are still pursuing our dream to build Vuch into a significant company in the fashion industry, which will set the direction in Europe and perhaps even across the "big pond". That is also why in May we opened a unique store in the very centre of Bratislava.

One of our main priorities is social responsibility. That is why this year we plan to focus more on sustainability and how we can take better care of Mother Earth. For instance, by using recycled materials and creating eco collections. We want to continue to support charity projects and organizations that need help. We are focusing on backpacks and shoes, so you can look forward to brand new models of women's footwear that will sweep the world with you.

Management Vuch





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Vuch in years

2021 Year of expansion and innovation

- Introducing the first collection of women's shoes.
- Giving joy away. We donate Bobbies filled with chippings from defective Vuchkas to nurseries.
- We launch 3 limited edition collections.
- We are opening a new store in Prague!
- We are the most economically successful company in the Pardubice Region.
- Our first advertising spot has seen the light of the TV world.

2022 The year of big changes and shifts

- We become the fastest growing Czech fashion brand.
- We merged with the investor group eRockets.
- We introduced new categories in our portfolio.
- We are helping where the need is, donating 319,431 CZK to non-profits.
- We saw 261% growth in eco collections.
- We have a new photo studio, look forward to awesome vwisuals.
- We organized 7 big promo photo shoots.
- We added 4 new materials to our portfolio.

2023 Year of new directions

- We introduce our first eco limited edition collection.
- Vuchcrew is still growing, we are going to renovate the offices.
- We're going all out with a new collection of women's shoes.
- We are the 7th TOP Responsible Small Company.
- And the only other thing we'll say is that we don't see any limits to what we do.

Awards

We strive to be the best in the industry, so we go the extra mile. That's why it makes us so happy when our hard work is noticed and appreciated. We are verified sellers on Heureka and Glami, proudly holding the titles of TOP Responsible Small Business of the Year and ShopRo-

ku Quality Award in the Fashion Accessories category for 2021 and 2022. And because we're really fast, we're also part of Delloite's 50 fastest growing companies in the Czech Republic. Watch out for us, because this is just the beginning.















Wholesale

Interested?

 Please contact our sales manager wholesale representative:

Josef Pelikán Wholesale Manager Tel.: (+420) 731 568 182 E-mail: pelikan@vuch.cz

 We will create a B2B trading account for you where you will be able to create wholesale orders. Everything is done online on our e-shop.

Cooperation













And many more...

Marketing support

We actively offer our partners assistance in creating marketing promotions to boost sales. There are no limits here. Contests, giveaways with purchases or the involvement of our influencers. We can also help with the creation of graphics or banners.

Sales promotion

We offer our partners a retail presentation of our products, store branding, sales displays and plenty of promotional items to encourage sales.

Possibility to connect

We will provide you with data for quick and easy listing of our products. We provide photos, description, stock availability and a multitude of parameters. Options for online connection via XML feed, API, XLS and more.

You can currently buy Vuch from our partners in up to 35 countries!

year-on-year growth



Stores

Chrudim

Čáslavská 46, Chrudim 53701

Chrudim. This is where it all began! And that is why our first brick-and-mortar branch is located here. There you will find one of our stores, shipping, and even customer support. If you are a proud "Chrudimák" in heart and soul, or if you are not far from us, stop by and we will be happy to help you with anything.





Prague

Národní 38, Prague 11000

With our newly opened store in Prague, everything had to be picture perfect. And that's why you'll find it in the heart of Prague's streets. Would you like to come and see us? In the showroom, you can buy all of our range, which is available on the website, try on and test how it fits.





Charity

We at VUCH try to lead by example. Not only in fashion trends, but also in the field of charity. From the very beginning we wanted to help those who were not so lucky in life. And we still hold on to this promise today, 7 years since the brand was founded.

That's why we work with a wide range of charities and associations, providing them with the resources they need most. We dedicated 28 days of intensive action to financially support the Ukrainian people and raised 125,801 CZK. Our damaged Vuchkas, which we use to make colourful Bobbies for sitting, have again delighted children in six kindergartens. And we are so happy to be able to help and give joy. Because that's what matters the most.





Charity calendars

2022

- 12 unique artworks were created during thephoto shoot from the workshop of the
- well-known painter Andrei Ehret
 - The calendar features famous faces such as
- Alice Bendová, Maria Renčová and Martin Mikyska
- We donated 110 000 CZK to the The Sovereign Order of Malta

2023

- Four beautiful models, who are the permanent
- faces of Vuch, participated on the creation of the calendar.
- Jana Albrechtová, Vuchlady 2022, also took part in the photo shoot
- The proceeds will be donated to the non-profit organization Loono



Charity Day

As you know, we want to help where the need is at the moment. That's why every year we organize a charity event, during which some money from every Vuchka goes to a good cause. This is VUCH Charity Day. A day where we give back.



"Hurá na výlet" (Hurrah for the Trip) is a non-profit organization run by a group of young enthusiasts. They take care of the elderly people of Chrudim, with whom they take various trips and organize educational or cultural events. Only thanks to you, we were able to donate CZK 34,750 to "Hurá na Výlet" in 2021.

nedokl**j**bko

In 2022, we were again able to raise CZK 28,400 for another charity project. We supported the non-profit organization "Nedoklubko", which helps premature babies and especially their parents.

Pink October with Loono

In 2022, we supported the non-profit organization Loono not only in its Pink October campaign. We also collaborated with them in our VuchLady competition, thanks to which we donated CZK 21,800 to a team of young doctors for charitable purposes. Together with you, we were then able to raise 13,390 CZK during the Pink October in Vuch, and together we helped to raise awareness of the prevention of serious diseases.

2

We have changed at least two lives through the long-distance adoption of Ugandan girl.

Vuchlady





Jana Albrechtová Vuchlady 2022

We encourage all #vuchgirls who embrace self-love and a responsible lifestyle. We combine this vision with our charity work to support one non-profit organization each year in the Vuchlady competition. As part of the contest, you vote for the lady who will be the face of the Vuch brand. and win a year's supply of our Vuchkas. Will you be the one to become the sixth Vuchlady?

"The fact that you have a desire to pass on joy, to be good, kind and nice is the most important value for me personally. I see this in the whole Vuch brand and I would like the future Vuchladies to profess this value as well."

Jana Albrechtová, Vuchlady 2022



Anna Jirčíková Vuchlady 2021



Michaela Pavlátová Vuchlady 2020



Aneta Pavlatová Vuchlady 2019



Nikola Hašová Vuchlady 2019

Vuch life

Vuch crew. That's us! A bunch of cool people who together form the whole brand. Our main idea is to create designer fashion full of joy and colour. But our life is not just about Vuch. Every year we strengthen relationships together at teambuilding events, barbecue together on the terrace in the summer and meet outside of working hours. In short, we are friends who pull together.

bur team values.

fairness first.

we talk openly.

we have balls.

personal responsibility.



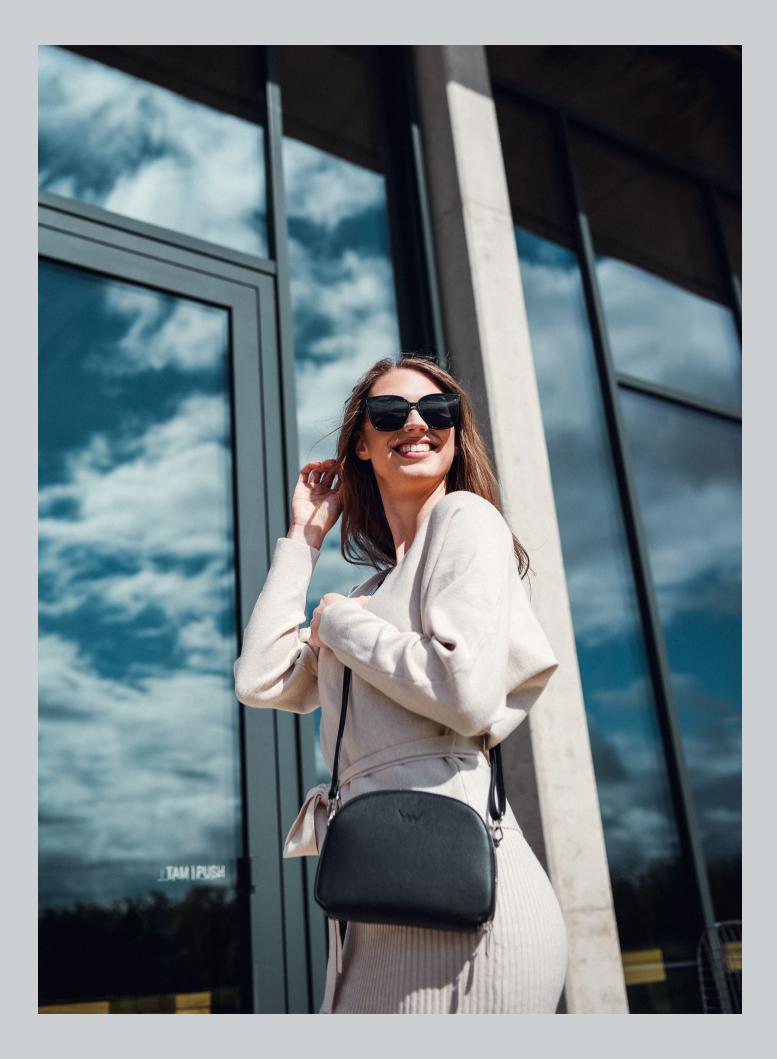






13–28 Handbags

Mini Crossbody Large Fanny packs Leather







We like to play around when designing our products and come up with unusual solutions to everyday fashion accessories. That's why our mini handbag collections are here! Sure, they're small, but they're awfully handy. They'll take you

on first dates, to parties with your girlfriends and even to the theatre. In fact, they'll make a chic handbag in a snap. Now it's up to you which mini beauty you choose for your wardrobe.

17 Crossbody



You're looking at the perfect combo of elegance and practicality. Put all your essentials in a crossbody bag, throw it over your shoulder and you're ready for your day, whether it's sunny or when black is your colour of the hour. And like a true practical girl, you'll definitely make use of all its pockets too.







Unfortunately, we're not at Hogwarts and don't have Hermione's magic bag that can fit a tent. But our large handbags aren't entirely far from it. In this category, you can choose your big beau-

ty, which has many advantages. You can carry it on your shoulder, in your hand or with the detachable crossbody strap. Smaller pockets for small items will also come in handy.

21 Fanny packs



You may remember when fanny packs made their first appearance on the scene. And maybe you were not born yet in the ,90s. Either way, now this accessory is making a big comeback and

we know why! Because it's a perfectly practical sidekick for just a few essentials. That's all you need anyway.







Quality that will satisfy even the most demanding. There's nothing to fault the design while the workmanship and material are fantastic, and how does it feel to wear? You just have to experi-

ence it. You won't regret a second with a leather shoulder bag, and the only thing you'll be exposed to is the admiration of those around you.

















Krystal 190 x 190 x 80 mm, imitation leather





























29–44 Backpack

Backpack
Small backpack
Travel bags
For your laptop
Leather







With a wide selection of products, you'll find the right backpack for every occasion. For the whirlwind of the (big) city, for a trip to the countryside, for work or for a first date, there's a backpack for every part of you at Vuch. Now all that's left is the final step. Choose your new awesome sidekick and cover your back with your new backpack.

33 Small backpacks



You're walking down the street with no one in front of you and the crowds behind you. Does it freak you out? Get used to it, everyone is admiring your Vuch backpack. And if you belong to the latter and you are planning to get one, besides the eye-catching look, you'll apprecia-

te the internal organization and space for the essentials. The advantage is that you'll always have your hands free, so you can sip your coffee, scroll through the news on the net or even wave to a friend.







Looking for a travel companion with whom you can be an inseparable duo and share all your travel adventures? We've got just the thing for you. We're talking about a travel bag. The kind of bag

that will help you solve any packing emergency you may run into, and still be the envy of every traveller.





Want to make your electronic darling feel like royalty every time you carry it around? Then treat him to a laptop five-star in the form of a handsome laptop bag. Take confidence that you can fit

all your chargers, mouse and other accessories in this bag. Everything your laptop needs to run like clockwork.

39 Leather



Unique design, the highest quality material and sophisticated workmanship. All of these things are combined in the leather backpacks. If you're after a timeless partner that'll last you for seasons, a leather backpack is simply a must-have piece for your wardrobe.















Horane 350 x 260 x 170 mm, 100% polyester

LEATHER



























45–56 Wallets

Small
Medium
Large
Leather



47 Small



Is minimalism your life philosophy? And also the fashion path you want to follow? Then a small wallet will serve you perfectly for every day. Plus, if you like to save space and only carry a few

cards and documents, this wallet is tailor-made for your handbag. Plus, you know what, small is cute. See for yourself when you browse all our adorable wallets.



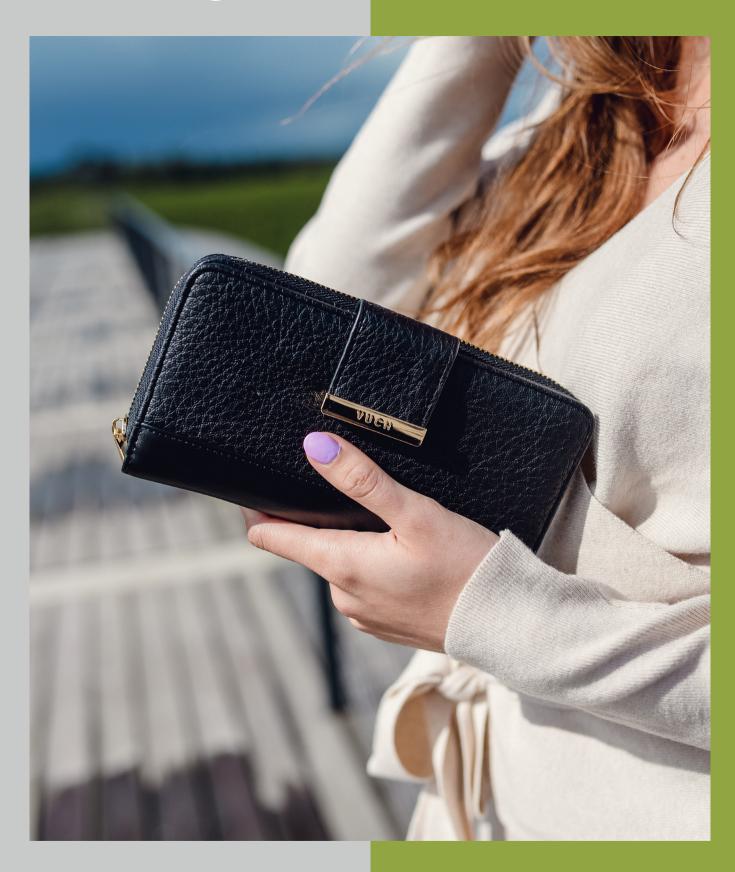




Neither small nor large, just enough to stash everything you need in it, but at the same time, it fits comfortably in every purse and backpack you own. In the medium wallet category, you'll

find colourful yet understated wallets that you can pull out for a business lunch in the presence of even the most serious of people.

51 Large



This section is a paradise for all loyalty card collectors who want to have everything on hand at all times. We offer a wide selection of large wallets for which we have spared no space,

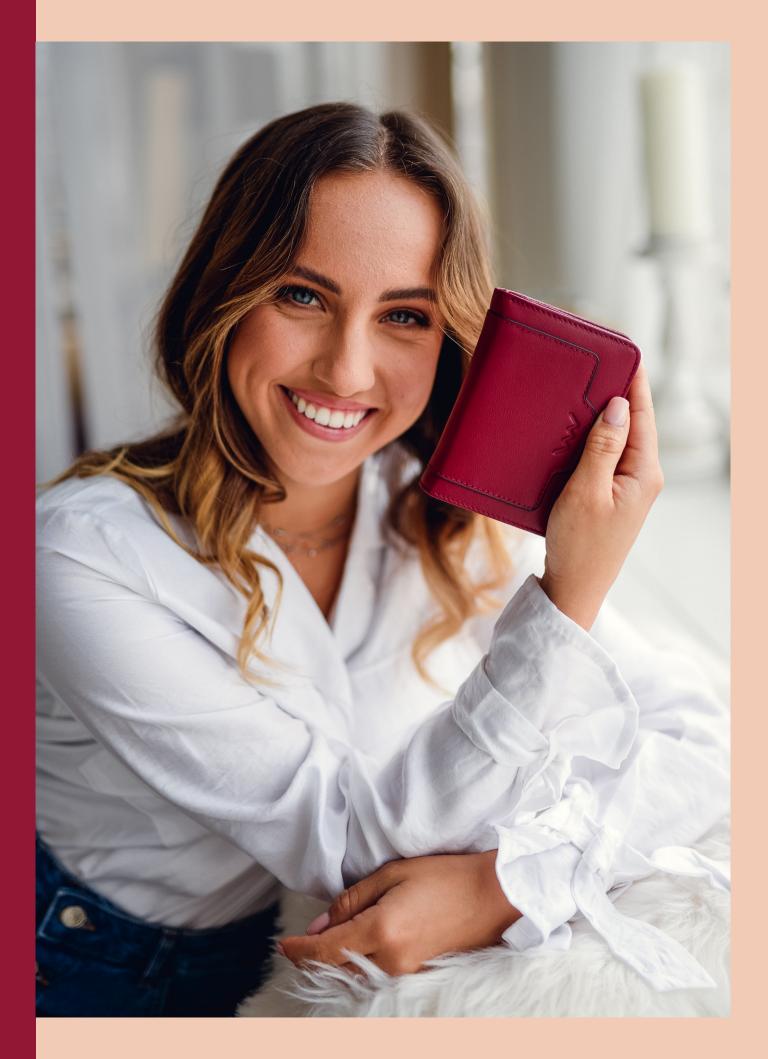
compartments or style. So, choose yours and put everything you want it to guard under its zip, snap or stud.



53 **Leather**



Here we go with leather. Well, okay, more like the leather wallet category! If you want a multi-season investment and luxury with elegance is exactly what you're looking for, search no further. You can choose from several sizes, colours and fastenings in our portfolio. You'll find your reason.



SMALL MEDIUM







Fedra
150 x 90 x 30 mm, imitation leather







Tirza
100 x 150 x 35 mm, imitation leather







LARGE LEATHER















57 **Eko**



The fashion industry is giving our mother Earth a hard time. At Vuch, we know this, and we certainly don't turn a blind eye to it. We are well aware that it is important to think (eco)logically, not only in production but also in the choice of

materials. And we admit that although we want to be leaders in design, materials and design, we are proud zeroes in one area! In the zero-waste program. We know there is no Planet B and that every eco step counts. So, we've embarked on eco collections that we're proud of and you like, which makes us very happy. We've shone the spotlight on materials and focused on recycled oxford, which is created from the shredded plastic bottles. Our wallets and handbags boast an interesting pedigree: mummy PET, daddy PET.









Choco 100 x 200 x 30 mm, 100% polyurethane



Sayer
105 x 150 x 30 mm, 60% recycled polyester, 40% cotton



Nenia
100 x 200 x 25 mm, 100% polyurethane











Japie 210 x 240 x 120 mm, 100% polyurethane











Step it up with Vuch! We love polka dots but we don't mind you walking on them in these shoes. That's because we know that every step you take will be comfortable, making it easy to

walk towards your dream destination. It's worth stepping on a polka dot every now and then. Or put your feet up and show everyone your dots without a bit of effort.

63 Jewellery



Almost every woman's eyes light up when the word jewellery is mentioned. Did you also become alert when you read the word? Then: watch

out, beware! You have just entered a bejewelled paradise. Discover the jewellery that will adorn you in a way you can't get enough of.



NECKLACES

BRACELETS





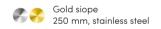












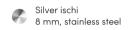




BEADED BRACELETS









Monie wood, stainless steel









Mai stone Jade, silver 925/1000









Sunglasses. A must-have designer piece that you can wear even when the sun isn't shining. Vuch comes in so many shapes, sizes and colours, you're sure to find one that suits your

face. If you prefer the good old "Lennons ", crave cat eyes, or play pilot in your spare time, you'll find exactly what you're looking for here.

















71 Men



Gentlemen, lads, boys, we're thinking of you too. Durable backpacks, practical wallets, cool boxer shorts or even glasses to make you look smart. You'll find it all in our men's Vuch empire. And because we know you don't like complexity and prefer simplicity and practicality, we're sure to meet your needs. Everything is simply tailored to what you like.



BACKPACKS WALLETS











Jonas 95 x 115 x 15 mm, imitation leather

Texas 470 x 290 x 200 mm, 100% polyester Aidan 110 x 90 x 20 mm, 100% polyester oxford

















You are currently looking at the jewels and diamonds in our portfolio. The material and unique craftsmanship of our bestselling Cary and Carrie have become iconic, lending their look to other

products. The soft, textured faux leather, the elegant play with blind-printing, the unique shape and the distinctive fittings give the collection a stamp of luxury it affords.

76 Cutie Dotty



Dot to dot sits well and best of all, they all sit on the Cutie Dotty collection, which takes its clean and elegant craftsmanship to an even higher level. The pattern of subtle cute dots on a monochrome background, which has become a bit of a signature of ours, runs through the Vuchka range. Fall in love with the cute dots too!

77 SimplyV



A collection inspired by purity and subtle elegance. Vuchkas that exemplify that there is beauty in simplicity and that less is sometimes more. The SimplyV collection is represented by

products in which fine lines, clean and smooth materials, precise workmanship and minimalist design play a major role. There is simply nothing extra here.



Durability, timelessness, practicality... A collection that was born out of interest in a single backpack. Mellora, one of the long-time Vuch best sellers, gave birth to an entire collection inspired by the connection between the city and nature.

Thanks to canvas, the alpha and omega among materials, the products won't peel or crack, are lightweight and easy to wash. Simply perfection for every (anti)technician.



80 **Rataj 2**



Art and design have never been closer than on this our limited edition. The unmistakable combination of pop art from Josef Rataj's workshop on the popular Vuchkas, which can be summed up thematically with a single slogan: "PEACE and LOVE" is the artwork your wardrobe requires.

81 Emancipare

At Vuch, we look for the woman behind everything. And it is a woman and her typical mindset, her everyday woes, but also her strength and independence that inspires this limited edition of Emancipare purses and handbags. Three

original pencil graphics by Czech illustrator and comic artist Michael Petrus present thoughtful stories and situations from the life of a Czech woman, letting you know that you are simply not alone.



Combining the creative trio of Tomski & Polanski and Vuch to create an edition of backpacks and wallets with unique, playful designs. The limited-edition collection consists of three concepts

called Swimmers, Lovers and Dog walkers. Each of them represents a different story and a different form of love. Choose the story that reflects your life.





83 Rataj

Pop-art is not dead. And we'll subscribe to that. In collaboration with the painter and pioneer of Czech pop-art Josef Rataj, this limited edition of wallets and handbags reminiscent of a painter's

canvas was created. Stand out from the crowd with this design and choose your own must-have go-to piece from this collection.





84 Sharlota



The limited-edition wallet collection in collaboration with rapper Sharlota represents rebellion of all kinds. Whether your rebellion is to cry at a

fairy-tale or to say something from the top of your lungs to someone. We all have a bit of rebel in us, and this limited-edition wallet line captures that.

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