

BILLY'S FASHIONGROUP has been founded 14 years ago by Heidi Joachimsthaler-Lübke, as just one single department store named **BILLY'S BOUTIQUE**.



Heidi Joachimsthaler-Lübke found Billy, a mallorcan half-breed dog, in a trash can and saved him to give his name to her first store. This very special dog became famous all over Port d'Andratx and has established himself a firm place in everyone's memory after his death in 2006.

The business history of **BILLY'S FASHIONGROUP** is closely connected to the professional career of its founder Heidi Joachimsthaler-Lübke. Before coming to Mallorca 15 years ago, she had gathered experience working in the field staff and as a training director for such important cosmetics companies as Lancome and Shiseido. Personnel management and training, staying in close touch with the customer and recognizing trends – those were her passions, and they also proved to be her first steps towards her own business.

Time had come in 1995. She was able to open her first fashion store in Port d'Andratx – **BILLY'S BOUTIQUE**. In 1998, the number of stores had grown to four, even though the store in Puerto Portals was closed because she needed more time for her family when her son Louis was born.



2003 was not only the first year of school for her son, but also the beginning of the second stage of a remarkable business career. The existing stores **BILLY'S EXCLUSIVE**, **BILLY'S OUTLET** and **BILLY'S INTIMO** were joined together and restructured into



BILLY'S FASHIONGROUP. At the same time, the flagship store **BILLY'S EXCLUSIVE** was completely remodeled, with the **RIANI** brand being added to the exclusive selection of products.

There has been a fourth store since Dec 22, 2005 – **BILLYSSIMO** by **BILLY'S FASHIONGROUP**, which opened quietly and without the usual celebrations in the exclusive St. Regis Mardavall Mallorca.

Clients can find such exclusive brands as **ESCADA**, **SPORT**, **MARC CAIN**, **RIANI**, **JE SUIS** and more in a somewhat different composition of the respective collections. The collection **BOGNER „FIRE & ICE“** was also added.

Please take your time and enter the world of **BILLY'S FASHIONGROUP**. Hope to see you soon in cyberspace, as well as in person.

Yours
Heidi Joachimsthaler-Lübke

