



ZIMMERMANN

# ZIMMERMANN

---

## *Profile*

One glance and you know that dress or bikini is ZIMMERMANN. This iconic Australian brand has stayed true to its original vision: sophisticated femininity, a passion for detail and a love of colour and print.

Sisters Nicky and Simone Zimmermann founded their namesake brand in Sydney in 1991. Early in its evolution, ZIMMERMANN took the bold step of fusing fashion with swimwear and presented it to the world. It soon found its footing with the fashion elite. ZIMMERMANN's bold original prints, beautifully made one-pieces and sculptural bikinis create a new point of reference in flattering, sexy and stylish swimwear. Here was a quintessentially Australian fashion label and as the Sydney Morning Herald so nicely put it, "If Sydney was personified, she'd be bronzed, brazen and...wearing a ZIMMERMANN bikini, so synonymous has the sunny label become with Australian style."

ZIMMERMANN began literally and creatively in Sydney, with Nicky focusing designing dresses and selling them at Paddington markets. Through the week Nicky would design and create garments from her parent's garage in preparation for the weekend market. The markets were an opportunity for Nicky to refine her aesthetic and to see first-hand how women responded to fashion. "While working the markets, I had two pages of editorial in Australian Vogue. That was a significant moment because I suddenly started to receive orders from boutiques around Australia and I could feel some real momentum. Soon after I opened a small store in Darlinghurst."

In 1991, Nicky's sister Simone joined the growing ZIMMERMANN. Nicky's relationship with Simone has been the cornerstone to ZIMMERMANN's longevity and success. "We could never have achieved what we have without Simone. While the business has evolved and fashion has changed, Simone has been a voice of reason and a constant."

While the swimsuit thrust ZIMMERMANN on to the international stage, it has been its optimistic, feminine and consistently desirable collections across its ready-to-wear and resort that have propelled it to greater global appeal.

ZIMMERMANN present their Ready-to-Wear collections each year at New York Fashion Week. Label extensions have seen the launch of ZIMMERMANN Swim, Separates, Kids and Accessories. They maintain showrooms in Sydney, London, Paris, Shanghai, New York and Los Angeles.

In Australia and abroad, the label receives extensive and enthusiastic editorial coverage and has graced the pages of magazines including: Vogue, Harper's Bazaar, Elle, W, Glamour, Nylon and Marie Claire. The collections are stocked in stores internationally. Stockists include the iconic Barney's, Saks 5th Avenue, Selfridges, Harrods and Harvey Nichols. ZIMMERMANN is also featured on the world's premier online stores such as Net-a-Porter and Matches.com.

In Australia, ZIMMERMANN maintains a collection of stand-alone stores across the country, creating seductive and dynamic retail destinations that reflect the brands modern and optimistic aesthetic. ZIMMERMANN also operates its successful online boutique at [zimmermannwear.com](http://zimmermannwear.com).

Demand from its growing international clients has seen the opening of ZIMMERMANN stores in the United States. In 2011 ZIMMERMANN opened its first US store on Robertson Boulevard, Beverly Hills California. The brand now has eight stores in the US including Mercer St in New York City, Meatpacking District, East Hampton, Americana Manhasset, Bal Harbour in Miami and Melrose Place, San Francisco and Pacific Palisades in California. In addition to the Europe stores, ZIMMERMANN has since opened in St Tropez, France. Stores in Paris and Capri are due to open in June 2019.

ZIMMERMANN have been the recipient of multiple fashion awards including AFI Best Swimwear Designer, Prix de Marie Claire Best Swimwear Brand and Prix de Marie Claire Best Australian Designer, to name a few. In 2014, ZIMMERMANN was the recipient of the Australian Fashion Laureate award. Nicky has been a member of the Australian Fashion Week Advisory Board and was previously the fashion mentor for the Qantas Spirit of Australia Youth Awards. Nicky was a founding board member of the Australian Fashion Chamber.

---

# ZIMMERMANN

---

## *Company Profile:*

### *Head Office:*

ZIMMERMANN  
120 Dunning Ave,  
Rosebery 2018 NSW  
Australia

### *Contact:*

+612 9697 9988

### *New York Office:*

ZIMMERMANN  
601 West 26th Street, Suite 350  
NY, NY 10001  
U.S.A.

### *Contact:*

+1 212 255 8300

### *Website:*

[www.zimmermann.com](http://www.zimmermann.com)

### *Commenced:*

1991

### *Key people Australia:*

#### *COO & Co Founder:*

Simone Zimmermann

#### *Head Designer & Creative Director:*

Nicky Zimmermann

#### *CEO:*

Chris Olliver

### *Key people International:*

#### *US President:*

Karin McLennan  
[karin.m@zimmermannwear.com](mailto:karin.m@zimmermannwear.com)

### *Press Agencies:*

#### *US PR*

##### *ZIMMERMANN*

Nicole Franco  
[nicole.f@zimmermannwear.com](mailto:nicole.f@zimmermannwear.com)

#### *NOTED*

Lauren Perinchief  
[lauren@notedlosangeles.com](mailto:lauren@notedlosangeles.com)

#### *Carfrae Consulting*

Malcolm Carfrae  
[malcolm@carfraeconsulting.com](mailto:malcolm@carfraeconsulting.com)

#### *Australia PR*

##### *MCMPR*

Natalia Muller  
[natalia@mcmpr.com.au](mailto:natalia@mcmpr.com.au)

#### *UK PR*

##### *SWGUK*

Jeanne Terrier  
[jeanne.terrier@starworksgroup.com](mailto:jeanne.terrier@starworksgroup.com)

#### *EU PR*

##### *Lucien Pages*

Victoire Duigou  
[vd@lucienpages.com](mailto:vd@lucienpages.com)

#### *China PR*

##### *Reuter Communications*

Vanessa Wu  
[vanessa.wu@reutercomms.com](mailto:vanessa.wu@reutercomms.com)

---

# ZIMMERMANN

## ZIMMERMANN Stores:

### Australia

---

#### Paddington

Shop 2 , 2-16 Glenmore Road  
Paddington, NSW 2026  
Ph: 02 9357 4700

#### Sydney City

Level 4, Shop 4040/41  
Westfield Sydney  
Sydney, NSW 2000  
Ph: 02 8246 9204

#### Macquarie

Shop 2220/21  
Macquarie Shopping Centre  
Macquarie Park, NSW 2113  
Ph: 02 8068 8813

#### Bondi Junction

Shop 3048, Level 3  
500 Oxford Street  
Bondi Junction, NSW 2022  
Ph: 02 9387 5111

#### Chatswood

Shop 1-020A  
345 Victoria Avenue  
Chatswood, NSW 2067  
Ph: 02 9412 1456

#### Miranda

Shop 2034/5, 600 Kingsway  
Miranda, NSW 2228  
Ph: 02 8521 7984

#### Warringah Mall

Shop 1251,  
Westfield Warringah Mall  
Brookvale NSW 2100  
Ph: 02 9905 7196

#### Outlet

Unit 1, 108 Dunning Ave  
Rosebery, NSW 2018  
Ph: 028322 1836

#### Armadale

1027-1029 High Street  
Armadale VIC 3143  
Ph: 03 9822 6992

#### Chadstone

Shop G/029  
Chadstone Shopping Centre  
Chadstone, VIC 3148  
Ph: 03 9564 8415

#### Chapel Street

Shop 4  
566 Chapel Street  
South Yarra, VIC 3141  
Ph: 03 9827 2123

#### Melbourne CBD

Shop 2  
047 Emporium Melbourne  
Shopping Centre  
Melbourne, VIC 3000  
Ph: 03 9654 0294

#### QV

16 - 18 Albert Coates Lane  
Melbourne, VIC 3000  
Ph: 03 9654 0386

#### Doncaster

Shop 1037A, Level 1  
Westfield Doncaster  
Doncaster, VIC 3018  
Ph: 03 9840 6709

#### Melbourne Outlet

94 Cubitt Street  
Cremorne, VIC 3121  
Ph: 03 9427 8263

#### Indooroopilly

Shop 2128  
Indooroopilly Shopping Centre  
322 Moggill Rd  
Indooroopilly, QLD 4068  
Ph: 07 3878 9961

#### Brisbane CBD

Shop TGL33  
Queens Plaza  
Adelaide Street  
Brisbane, QLD 4000  
Ph: 07 3221 7881

#### James Street

Shop 3  
19 James Street  
Fortitude Valley, QLD 4006  
Ph: 07 3252 1521

#### Pacific Fair

Shop 1594  
Pacific Fair Shopping Centre  
Broadbeach, QLD 4218  
Ph: 07 5572 9463

#### Adelaide

265 Rundle Street  
Adelaide, SA 5000  
Ph: 08 8223 1617

#### Claremont

Level 1, Shop 171  
Claremont Quarter  
23 St Quentins Avenue  
Claremont, WA  
Ph: 08 8284 7087

#### Online

[www.zimmermann.com](http://www.zimmermann.com)

### United Kingdom

---

#### London

23a Bruton Street  
Mayfair, London W1J 6QG  
Ph: 0207 952 2710

#### Online:

[www.zimmermann.com/uk](http://www.zimmermann.com/uk)

---

# ZIMMERMANN

## ZIMMERMANN Stores:

### *United States*

---

#### *Americana Manhasset*

2036a Northern Boulevard  
Manhasset, NY 11030  
Ph: 516 627 0040

#### *East Hampton*

27 Newtown Lane  
East Hampton, NY 11937  
Ph: 631 604 6291

#### *Melrose Place*

8468 Melrose Place  
West Hollywood, CA 90069  
Ph: 323 746 5456

#### *Meatpacking*

Shop 250, Middle Level,  
Bal Harbour, FL 33154  
Ph: 305 397 8231

#### *Miami*

Shop 250, Middle Level,  
Bal Harbour, FL 33154  
Ph: 305 397 8231

#### *New York*

55 Mercer St  
New York, NY 10013  
Ph: 212 226 6440

#### *Pacific Palisades*

Space 5-101  
Palisades Village  
Pacific Palisades, CA 90272  
Ph: 424 322 8192

#### *San Francisco*

458-460 Jackson Street  
San Francisco, CA 94111  
Ph: 415 872 9525

#### *Woodbury Outlet*

327 Red Apple Ct  
Central Valley, NY 10917  
Ph: 945 928 9909

#### *Wynn Las Vegas*

Suite 107  
3121 Las Vegas Boulevard  
Las Vegas, NV 89109  
Ph: 702 209 2898

#### *Online*

[www.zimmermann.com/us](http://www.zimmermann.com/us)

### *France*

---

#### *South of France*

58 Rue Francois Sibilli  
Saint-Tropez 83990  
Ph: 33 494 967 736

### *Upcoming stores 2019*

---

#### *Capri, Italy*

#### *South Coast Plaza, California*

#### *Madison Ave, New York*

#### *Paris, France*

# ZIMMERMANN

---

## *Simone Zimmermann Biography*

Simone Zimmermann lives and breathes the ZIMMERMANN brand. Simone is the Co-Founder and COO of ZIMMERMANN and its related corporate entities in Australia and overseas. She started out in marketing and completed her post-graduate studies at Sydney's University of Technology. "Nicky's fledgling business was my case study," she laughs. "That was over many years ago when Paddington Markets was a testing ground for fashion entrepreneurs. Nicky soon started to get wholesale orders so we decided to launch the business in earnest."

What did they know at the start? "Not much! But we loved learning. And I've always had this complete confidence in Nicky. People just snap up her work. She has her own very distinctive design signature. The challenge was to create a viable business on the back of that in what is a competitive and fickle market." Simone jumped at the opportunity to put her prior experience behind growing a fashion brand, and laid the business foundations that are often missing for fledgling creative enterprises. "The early days were all about trial and error and getting our hands dirty." It was some time later that she came to be brokering deals with major fashion players in Australia and the US.

"I had always dreamed of running my own business. We grew up in a household that championed self-employment, so I had no fear of that."

In 1996 ZIMMERMANN staged its knockout first show at Mercedes Benz Australian Fashion Week, and Simone in particular had her heart set on export which she knew was a key to creating a viable Australian based fashion business. Sister Nicky also had the unique idea of bringing high fashion and swimwear together in a way that hadn't been done previously. So ZIMMERMANN Swim was born. That is, "fashion swimwear designed to fit with the apparel collection. That was something that no one else was doing back then." And no one else is doing as well today.

Simone says she's the pragmatist, and Nicky is the ideas machine. How do the siblings work together? "We have a lot of respect for each other, and ethically we think the same. These are core things you need to agree on."

---

# ZIMMERMANN

---

## *Nicky Zimmermann Biography*

Nicky Zimmermann is one of Australia's most influential fashion figures.

Nicky's design vision has been eagerly consumed in Australia and internationally for over 20 years.

Nicky was literally born into fashion and has loved designing clothes for as long as she can remember. As a girl she was always making and transforming things to wear; from cutting and ripping into new clothes her mother had just bought her, to creating her own patterns and sewing complete outfits from fabric she found around her Southern Sydney home. Nicky's mother and her German Aunt taught her to sew as they created their own fabulous wardrobes. She used to watch with fascination as her milliner grandmother worked her magic and Nicky observed the work ethic of her father who worked tirelessly in the family business.

Having inherited these skills, Nicky always wanted to formally study fashion and graduated from the acclaimed design school at East Sydney TAFE in 1990. Her first collection immediately showed Nicky's signature balance of feminine details with bold colour that reflects the modern look and feel of Sydney summers.

ZIMMERMANN began literally and creatively in Sydney, with Nicky focusing on dresses and selling them at Paddington markets. Through the week Nicky would design and create garments from her parent's garage in preparation for the weekend market. The markets were an opportunity for Nicky to refine her aesthetic and to see first-hand how women responded to fashion. The markets were also hard work and provided Nicky with a solid grounding in the business basics required to survive in a notoriously cut-throat industry. "While working the markets, I had two pages of editorial in Australian Vogue. That was a significant moment because I suddenly started to receive orders from boutiques around Australia and I could feel some real momentum. Soon after I opened a small store in Darlinghurst."

In 1991, Nicky's sister Simone joined the growing ZIMMERMANN business. Nicky's relationship with Simone has been the cornerstone to ZIMMERMANN's longevity and success. "I could never have achieved what we have without Simone. While the business has evolved and fashion has changed, Simone has been a voice of reason and a constant." The move into ZIMMERMANN's internationally sought after swimwear came later. With the inaugural Australian Fashion Week in 1996, came the first steps into the new idea of high fashion swimwear that would work back with ready-to-wear clothing. "I thought why isn't swimwear shown on the catwalk? There is no reason why it shouldn't be highly fashionable as well as highly functional." ZIMMERMANN's bold, original prints, beautifully made one-pieces and sculptural bikinis created a new point of reference in flattering, sexy and stylish swimwear and launched the label well and truly on its path to local and international success.

Every year, Nicky and her design team create Spring & Fall ready to wear collections along with Summer Swim & Resort Swim collections. Add to that – lines of swim Separates, Kids and Accessories. The demands of an international business require Nicky to travel extensively throughout the year between the label's showrooms in Sydney, London and New York.

*(continues overleaf)*

---

# ZIMMERMANN

---

## *Nicky Zimmermann Biography (cont.)*

ZIMMERMANN's future holds as much excitement for Nicky as its enviable past. "There is always so much more to do. For ZIMMERMANN, the opportunities are endless. In Australia, we will continue the expansion of our retail stores into new markets and internationally – particularly in the US – we have now reached a point where we are a genuine player in the fashion swim and resort markets and the challenge will be to build on that. As a designer, I think I am continuing to grow and am definitely better at what I do now than at any time previously in my career. I also enjoy working with a wonderful group of creative collaborators which continue to challenge the design process."

Although her designs are stocked throughout major department stores worldwide, Nicky has never forgotten the quintessential Sydney girl who typifies ZIMMERMANN, "She may have travelled the iconic beaches of the world during the year, but she is back home in Bondi for the Summer, this is where she is true to herself."

She has been the recipient of multiple fashion awards including AFI Best Swimwear Designer and Prix de Marie Claire Best Swimwear Brand, to name a few. In 2014, ZIMMERMANN was the recipient of the Australian Fashion Laureate Award. Nicky is a current member of the Australian Fashion Week Advisory Board. She has recently been appointed as the fashion mentor for the Qantas Spirit of Youth Awards. She is currently on the founding board for the Australian Fashion Chamber.

Nicky makes her home in Sydney with her husband and two children.

---