



Press release

Brannenburg, March 2021

Anita active named Best Boutique Brand in five countries



The first ever “BEST BOUTIQUE BRAND AWARDS – EUROPE” were held on 25 February as a digital event, with participants tuning in from six countries. Organised by specialist publishing house Intima Group and its partners SOUS, Underlines and CYL, the event honoured the best-selling underwear and bodywear brands in Germany, France, the UK/Ireland, Italy and Spain.

In order to crown the best-selling brands, more than 500 retailers voted for their most sought-after suppliers in eight different categories. Anita active stole the show in the sports bra category, taking first place in all participating countries. In the UK/Ireland, ANITA’s ROSA FAIA brand also came out on top in the swimwear category. “We are extremely proud of these awards,” says Clemens Friemel, Head of Marketing and Sales at ANITA. “The fact that our Anita active sports bras are achieving such great results for our specialist retail partners in all of the participating countries is hugely motivating for our entire team.”

Two ANITA brands were also named among the top five underwear brands at European level, while the Anita Group took second place in the consolidated ranking by company group.

The ANITA Group

ANITA Dr. Helbig GmbH is a globally pioneering family-run company based in the Bavarian town of Brannenburg specialising in women’s lingerie and swimwear. A niche supplier, ANITA stands out through its extensive range of beachwear, lingerie, sports bras and nursing bras, right over to special bras and breast forms.

The ANITA Group is represented worldwide with around 1,600 members of staff and 20 companies across 16 countries. It employs over 100 sales representatives around the world and works with numerous importers and exclusive general agencies. Our products are supplied to customers in over 60 countries.

We produce our goods in line with the highest European quality standards at each of the six production sites operated by us throughout Europe and Asia.



The company took to the international stage in the 1980s with the launch of its second design-focused brand, ROSA FAIA. The two company brands ANITA since 1886 and ROSA FAIA stand for top comfort, quality and fit right through to larger cups and sizes.

With 135 years of know-how, the lingerie specialist enjoys an excellent reputation and counts among the most successful manufacturers in the textile industry.

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For further information, please visit:

www.anita.com/active

[facebook.com/anita.since1886.de](https://www.facebook.com/anita.since1886.de)

<http://www.youtube.com/user/AnitaUniqueBodyWear>

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