

Marc Cain

The internationally successful fashion company Marc Cain was founded in 1973 by Helmut Schlotterer. Today, Marc Cain is a global premium brand for women's fashion with its own production facilities in Germany. Marc Cain manages its global operations from its headquarters in Bodelshausen. Helmut Schlotterer remains the owner of Marc Cain GmbH. Dr. Patric Spethmann took over as CEO on June 1, 2026.

The company now employs a team of over 820 people in Germany alone. Its selective distribution strategy is characterised by 124 Marc Cain Stores (company-owned and partner ones), 1,270 multi-brand retail locations in 56 countries, and 5 Marc Cain outlets.

Production

Marc Cain focuses on research and development. Continual innovation is the basic prerequisite for being able to exist in Germany with the company's own production facilities. Marc Cain's speciality is that 76% of its knitwear is knitted at its headquarters in Bodelshausen. The yarns required for this are knitted on state-of-the-art knitting machines and the fabrics are finished in textile processes in Germany to ensure the quality and comfort that Marc Cain is known for.

Marc Cain was already a pioneer in the seventies with the first electronically controlled knitting machines.

In the ultra-modern knitting park, the heart of Marc Cain production at the company's German headquarters, 119 knitting machines are currently in use, 112 of which are flat knitting machines and 7 circular knitting machines specifically for the production of clothing fabrics. With its „3-D Knit & Wear technology", Marc Cain is able to produce a garment in just one operation, i.e. a completely finished knitted Collection item, that has no seams, comes out of the machine, in one go.

In addition to the knitting facilities, Marc Cain also has its own finishing, printing, sewing and twisting park and an in-house laboratory in Germany. The garments are finished in the finishing department. Each piece is handled up to 90 times. The aim is not only to create special visual and tactile effects, but also to optimise the quality and material properties. Brilliant and colour-intensive prints are used in the print shop, which are characteristic of the unique Marc Cain style. Marc Cain's characteristic yarn creations, which give the knitwear highlights their special feel, are produced in the twisting department. Every material is put to the test in the in-house laboratory. A process that takes 31,000 test steps per season.

Since the foundation of Marc Cain in Italy, the company has cultivated its Italian origins with German perfection. The highest demands on design, quality, materials, the latest processing techniques and fits are Marc Cain's credo. That's why most of the fabrics, jerseys and knitting yarns come from Europe, the majority from Italy.

Sustainability

Marc Cain is aware of its responsibility along the supply chain. The brand therefore works continuously to make the processes within the company and with its partners more socially responsible and environmentally conscious. A holistic approach is a matter of course at all times and forms the basis of all actions. From the selection of materials and innovation in production processes to regular exchanges with stakeholders.

The production (tailoring) of Marc Cain clothing is a predominantly European process. Production takes place primarily where the garments are sold. This ensures short and fast transport routes. Marc Cain maintains long-term and respectful business relationships with its suppliers, with an average partnership of over 11 years.

In addition, Marc Cain is committed to the amfori BSCI Code of Conduct, integrates it into its own code of conduct for its supply chain and has set itself the goal of checking all operations for compliance with it using independent monitoring systems. Further information at: amfori.org

Collections

The label combines a sense of aesthetics and art with casualness, innovation and exclusivity. Marc Cain is a declaration of love to women who live in the here and now, who are self-confident, open and curious. Women who express themselves through what they wear – feminine and natural. The collections are as diverse as the women who wear them. Fashion which is always a little bit different. And fashion which is unmistakable and distinctive.

Every season, the Marc Cain collections are reinterpreted in a contemporary way – with modern design and great attention to detail. The subtle interplay of different materials and silhouettes creates a special tension that defines the unique Marc Cain look – lively, expressive and uncomplicated.

Labels

The 6 sub-labels Marc Cain Collections, Marc Cain Sports, Marc Cain Essentials, Marc Cain Additions, Marc Cain Pants and Marc Cain Glam reflect the spirit of the times with their own style and aspirations.

Marc Cain Collections, the company's core label, mixes contemporary, attractive silhouettes with playful details and shapes for an expressive look – full of vibrancy and casual noblesse. Luxurious and high-quality materials, bold patterns and offensive colours create unique statement pieces that combine feminine elegance and self-confidence.

Marc Cain Sports is unconventional casual wear for every day: easy, sporty, full of joie de vivre. The label combines casual nonchalance with functionality, light-heartedness and contemporary fashion appeal. The core elements are the mix of different materials, special washes, technical details, powerful colours and bold patterns and prints.
Since the Fall 2025 season, the Marc Cain Sports Club has been complementing the Marc Cain Sports label. This marks the launch of an ongoing series of seasonal collections that offer a fashionable interpretation of current sports trends. The series began with a tennis-inspired capsule collection, followed by ski and then golf. The Marc Cain football jersey was created to coincide with the 2026 FIFA World Cup. The new yoga collection is grounded, minimalist and soft, designed for both yoga sessions and moments of relaxation.

Marc Cain Essentials is the interpretation of hip classics with simple lines, reduced colours and high-quality materials. These items are not subject to short-lived trends, they convince customers with longevity in their sophisticated, casual and uncomplicated look. Essentials belong in every wardrobe, as they can be combined in a variety of ways and manage the balancing act between comfort and elegance. Best quality, a high degree of comfort and classic design are the hallmarks of Marc Cain Essentials; sustainability at its best.

Marc Cain Additions are „add-on's" of bestsellers and important individual items for the trade. Detached from the collection themes of the Marc Cain Collections and Marc Cain Sports labels, customers are offered fashion trends of the important assortments, such as outdoor, dresses, t-shirts, blouses, pants, etc. With Marc Cain Additions, the single-item competence is being expanded.

Since the Spring/Summer 2023 season, the fashion company will be presenting another label: Marc Cain Pants. Marc Cain Pants offers the perfect-fitting trousers for every occasion and every silhouette. With its fit guarantee, the label stands for high wearing comfort and best quality.

The new Marc Cain Glam Label has been available in Stores since Fall/Winter 2024. It combines elegance, style and beauty with a touch of luxury. The looks can be worn from morning to evening and bring glitz and glamour to any lifestyle. Beguiling colours, sumptuous prints and fine fabrics create an aura of sophistication. The silhouettes are feminine and showcase the female figure, while opulent details such as glittering sequins enhance the styles.

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