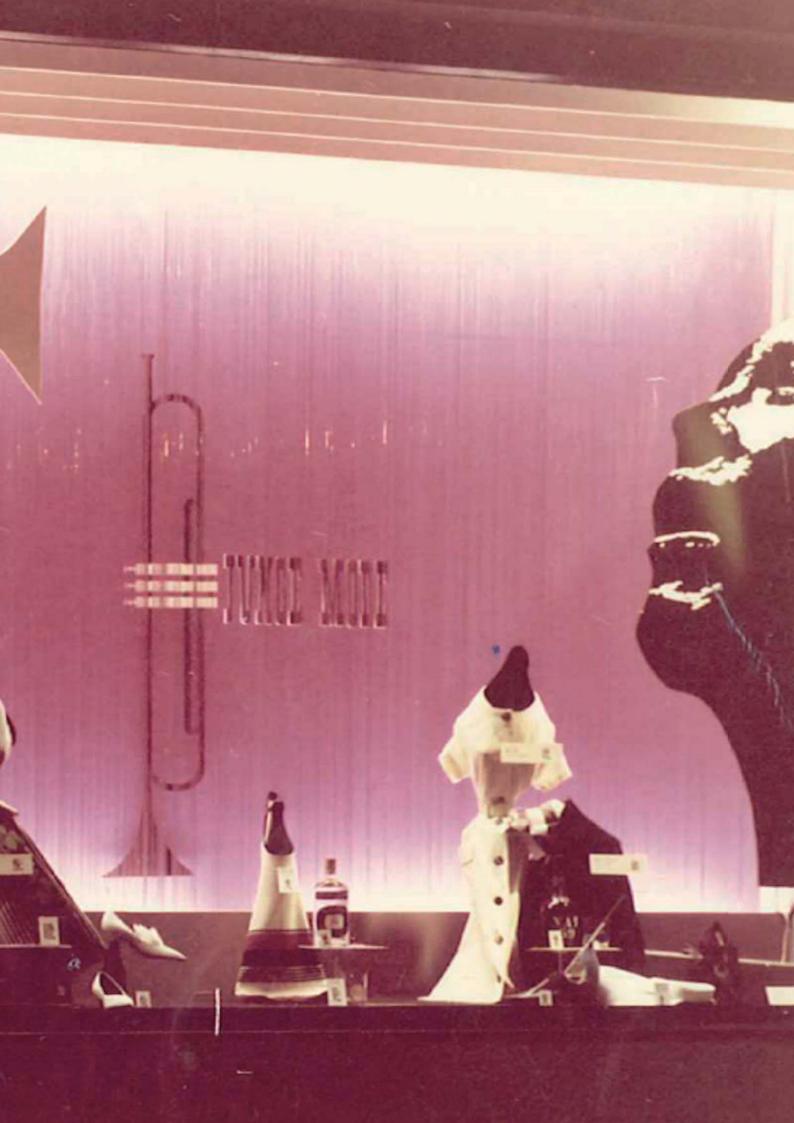


60 Years Schwab-Versand

A Chronicle in Paintings by Eva Schwab









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The portraits and photos of a mail order catalog are fascinating because they reflect the taste and trends of an era in an unmistakable, accessible way, especially as we look back on six decades.

It takes a unique, intuitive understanding to appeal to the middle class and its buyers directly. The objective is to speak to their attitude and take on life and present products that meet their desire for beauty and quality. Which lays the foundation for a close connection between the customer and the supplier. This unique talent, along with more than a dose of innovation and imagination, drove the economic revival in postwar Germany and depended on numerous talents in production, corporate leadership and marketing so the company could survive in the marketplace.

We are proud to present the history of Schwab Versand as seen through the eyes of Eva Schwab, the grand-daughter of our founder, Friedrich Schwab. To celebrate the 60th anniversary of Schwab Versand, Eva designed her own take of a chronicle of the mail order business from Hanau and in the process created an homage to her grand-father and to his creative lifetime achievement.

The paintings analyze trends, fashion and its changes, forming a conclusive memoir of sorts of the disparate social trends, taking one German company's 60-year-history as an example. Eva's paintings, drawings and collages are an archive of change, an index of ideas that she has interpreted through art with curiosity and love. Taking a sampling of snapshots over time, she has brought them into current focus and, in so doing, pulled them back from the brink of being forgotten.



In the mid 1950s, Friedrich Schwab founded the Schwab Versand in Klein-Auheim, near Hanau, West Germany. At first, goods are transported by handcart but the company soon expands.

Attractive fashion is now available to everyone at a good price, thanks to his clever distribution system. Schwab ground shipping delivers everything right to your doorstep.



Der Leiterwagen (The Handcart) 2015 80 x 60 cm encaustic and oil on nettle

Order today - Receive it tomorrow!

The Early Days of the Company

As a sales rep for the Freudenberg shoe company, the businessman Friedrich Schwab, a Frankfurt native, tried to assess the competition in the post-war years. He stumbled upon the shoe mail order business Otto und Baur. Using Freudenberg as a strategic partner and with their financial help, he founded Schwab-Überlandversand (Schwab ground shipping) in Hanau, initially specializing in shoes. Within ten years, his revenue shot from zero to 421 million Deutsche Mark.

One of the key strategies in the mail order business are the ViNs (Vertreter im Nebenberuf, or sideline reps) and the multi-copy orders (Sammelbestellungen) stemming also from sideline professionals who quickly build a web of agents across the young Federal Republic of Germany, aided in large part due to its tax laws. The result is a close customer loyalty that arises out of visits and conversations and in turn leads to the fast consolidation of the Schwab brand name. From the network of freelancers, a company of full-time personnel and a tight focus on representation and modern means of distribution emerges.

The product line continuously grows from shoes to nylons to dresses, suits, coats and hand-bags—all of which can be ordered by mail.

Customer loyalty is at the forefront. Original, new ideas tie the sales reps (and with them the customer) to the company. The Schwab company slogan "Order today – receive it tomorrow" quickly makes history, and the first overnight shipping service sees the light of day in West Germany, redefining commercial trade in the young country.

Top producers among the sales reps receive a refrigerator, and thousands of these fridges, fully loaded with mostly meat and sausage products for resale, are installed. This is a perfect reflection of the mood and spirit of the 1950s in Germany. No matter what—food staple or clothing—the everyday wants and needs are part of the package.

The distributors receive the goods via a fleet of 120 VW delivery vans, which are leased—a novelty at the time.

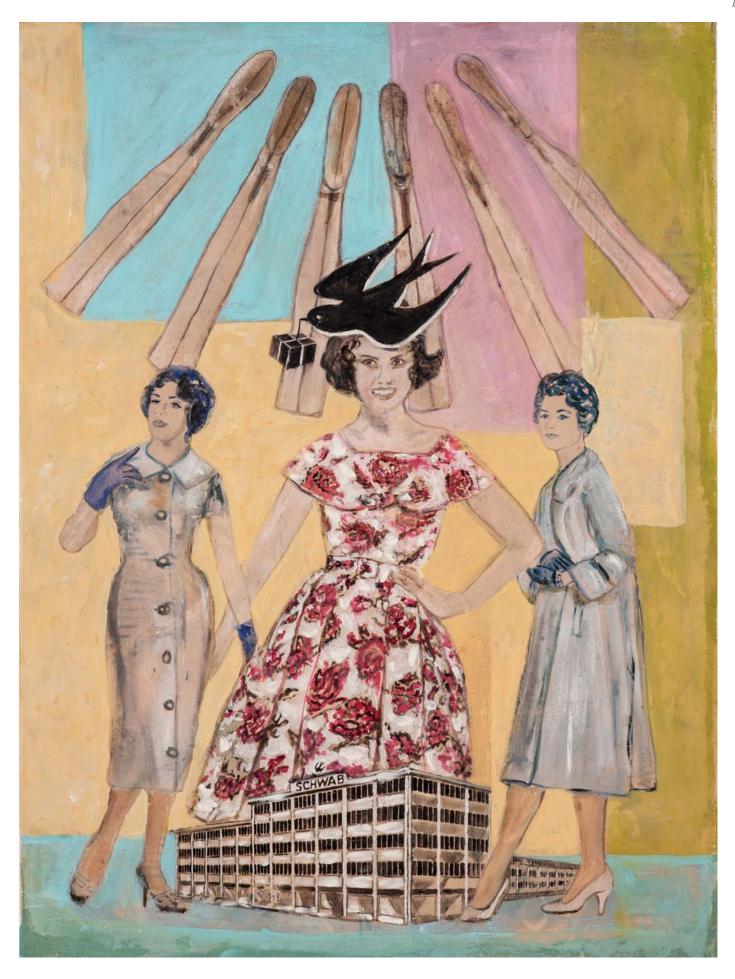
The mail order business also makes its name through innovative advertising, e.g., the famous Schwab blimp and the fashion shows which are being held across the country (and which feature guest appearances by popular TV stars such as Uschi Siebert, the TV assistant of Hans-Joachim Kulenkampff, a quiz show host). Friedrich Schwab records his annual Christmas talk and distributes it as a vinyl record to all the sales staff, another key element to creating the "family" of the Schwab Versand.



Blimp 2015 115 x 85 cm encaustic and oil on nettle

The rapid growth of the company is a perfect example of the mood of rebuilding during these years of the German Economic Miracle. The modern architecture of the company headquarters only reflects the company identity and is in itself a symbol of the creative, dynamic spirit of the time.





Schwab Versand Damen 50er (Schwab Versand Ladies - 50s)
2015
115 x 85 cm
encaustic and oil on nettle

Social responsibility for his staff is of key importance to Friedrich Schwab and also part of his personal beliefs. Along with regular work hours, he builds a cafeteria for the well-being of his staff at work.



In cooperation with the German TV lottery "Ein Platz an der Sonne" (A Place in the Sun), Schwab Versand hosts the "Luftbrücke der Liebe" (Airlift of Love) in the 1950s which offers a vacation for 50 children from West Berlin to flee the restraints of their encircled big city for a while and spend some time in the **United States**. The event was immensely successful.





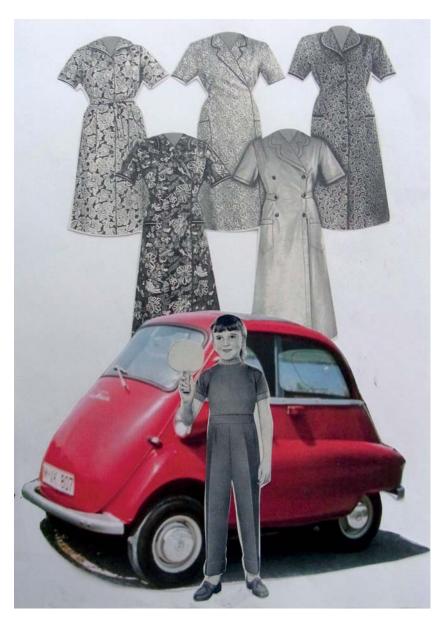
Schwab Versand children's collection 50s 2015 115 x 85 cm encaustic and oil on nettle

The Schwab catalog becomes the trademark of the company and is eagerly received across the young Federal Republic.





Schwab Versand Damenkollektion 50er (Women's Collection 50s)
2015
115 x 85 cm
encaustic and oil on nettle

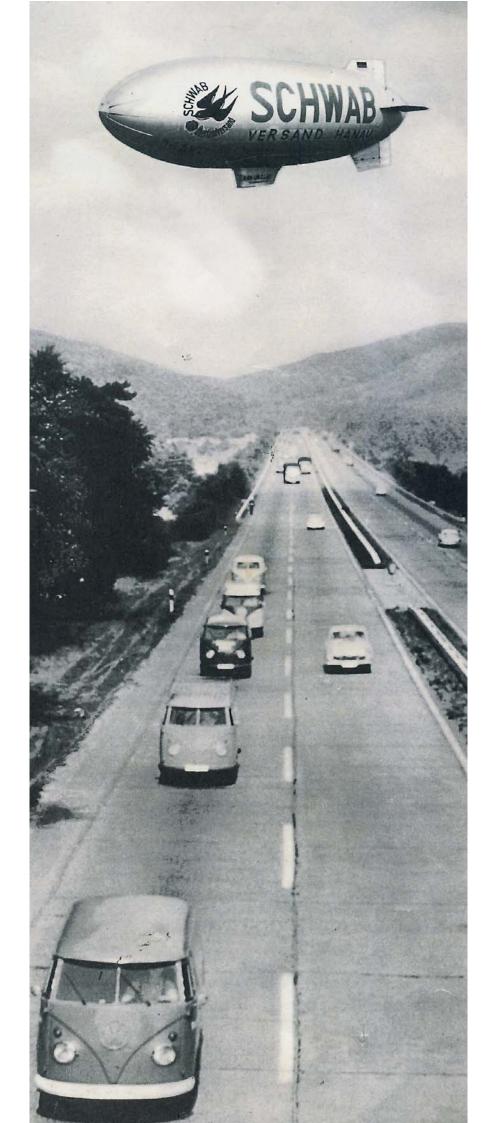


Children's collection 2015 29 x 21 cm collage on paper



The Schwab blimp flies across the Rhine-Main region and far beyond. The blimp quickly becomes a landmark for the company. Wherever it goes, many rush out to see it and wave.









Die Mode geht vor! (Fashion prevails) 2015 each 29 x 21 cm watercolor on paper

The 1960s are the golden age.

Celebrities such as Uschi Siebert, the assistant of popular quiz show host Hans Joachim Kulenkampff, or the singer Daliah Lavi, or German film stars like Curd Jürgens, Heidi Brühl and Claus Biederstaedt appear at Schwab events and can be seen modeling the latest fashion in the Schwab catalogs.



Schwab Versand Damenkollektion 50er (Schwab Versand Women's Collection 50s) 2015 Collage (detail)



Schwab Versand Damenkollektion 60er (Women's Collection 60s)
2015
115 x 85 cm
encaustic and oil on nettle



Halten Sie Ihr Geld fest!



MANGHAUS SCHWA	B SCHWAB WA
SCHWAB KAUPULAS	
	STATE IN

Schwab eröffnet balo.
Schwab-Kaufhaus im Herzen der Stadt.
Am 29. September – also am

In 7 Tagen ist es sowenden Donnerselle, alles für Hausenkommenden Donnerselle, alles für Hausen kommenden bei Greiche und Keller, alles für die Freizeit

und Heim, aucu und Alliag und Alliag und Vor allem: Kundendienst, wie wir ihn verstebensmitte und vor allem: Kundendienst, wie glabteilung. und vor allem: Kundendienstellung.

Halten Sie Ihr Geld fest!

s sind Hundow sich darauf freuen, Inner zu können. zu können. September.





Schwab Versand Herrenkollektion 60er (Men's Collection 60s)
2015
115 x 85 cm
encaustic and oil on nettle



Grand Opening of the first Schwab department store at the Europa Center in West Berlin

Left side, top to bottom: Saying good-bye before boarding the flight to America: A young Berlin boy hands the mascot of Berlin, a bear, to Friedrich Schwab.

- Children from Berlin as guests of the Schwab company, in front of the airplane taking them to the US. - Media event prior to the grand opening of the Kaufhaus Schwab.

Center: The long line of shoppers on Grand Opening day. Rush to see the new department store Schwab during the first hours after opening.

Right side, top to bottom: [truncated])

(archival text:

The Berlin Kurier reported, "Schwab wants to offer Berlin something new with its department store inside the Europa Center..." And that's exactly what happened. Even on Opening Day. It all began with the opening ceremony. At 11 a.m. on April 2, Karl H. Pepper, initiator of the Europa Center, handed Friedrich Schwab the keys to the brand-new department store. And the doors were opened wide for thousands of visitors and celebrities, among them Willy Brandt, the Mayor of West Berlin, Herr Dollinger, Federal Minister of the Treasury, Senator Exner and many others.

This auspicious day was followed by several events.

Almost all of the former America travelers, now teenage boys and girls, attended a reception in their honor.

During the celebrations, two fully equipped VW buses were donated to the Berlin Senate and independent charities of the city to support the local meals-on-wheels efforts.

A number of fashion shows in various parts of the city attracted thousands of visitors. But that was only the beginning. Over the coming weeks and months, the Schwab department store at the Europa Center will grow for increasing numbers of Berliners into the go-to store for quality merchandise at the right price.

Not surprising then that the Grand Opening was anything but a company event. The opening made the TV and radio news, and reporters from all the Berlin newspapers as well as from across West Germany covered the event extensively.)



Herren – Kollektion 60er (Men – Collection 60s) 2015 $115\ x\ 85\ cm$ encaustic and oil on nettle

Friedrich Schwab paid close attention to his field — the American company **Sears Roebuck** as well as other dynamic German competitors like Neckermann and Quelle are an inspiration. Dominant at that time is the expansion of mail order businesses into department stores. He envisions Schwab Versand's future as building more or buying department stores.

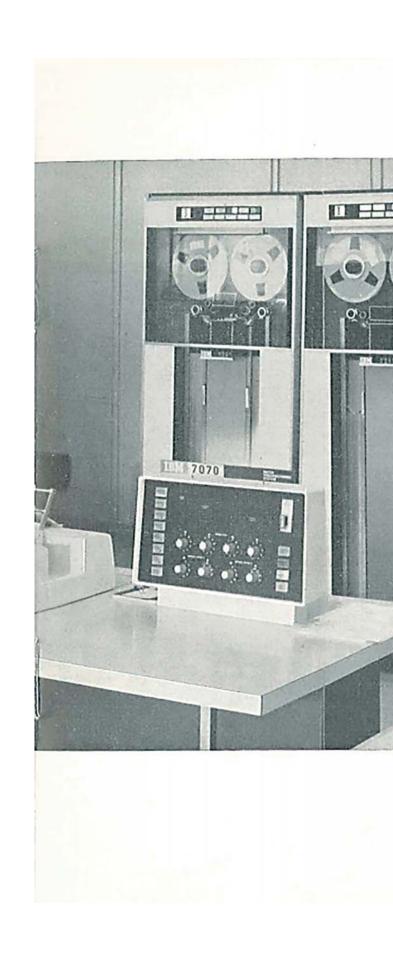
Following his retirement from the executive leadership in the late 1960s, the company returns instead to an exclusive focus on mail order.

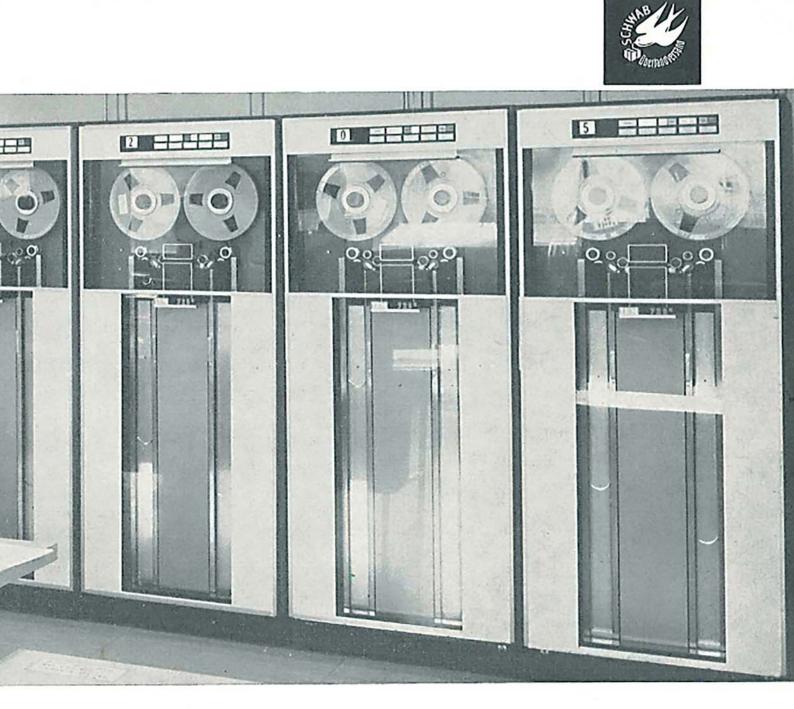




Damen-Kollektion 60er (Women's Collection 60s)
2015
115 x 85 cm
encaustic and oil on nettle

Electronic data processing revolutionizes commerce.

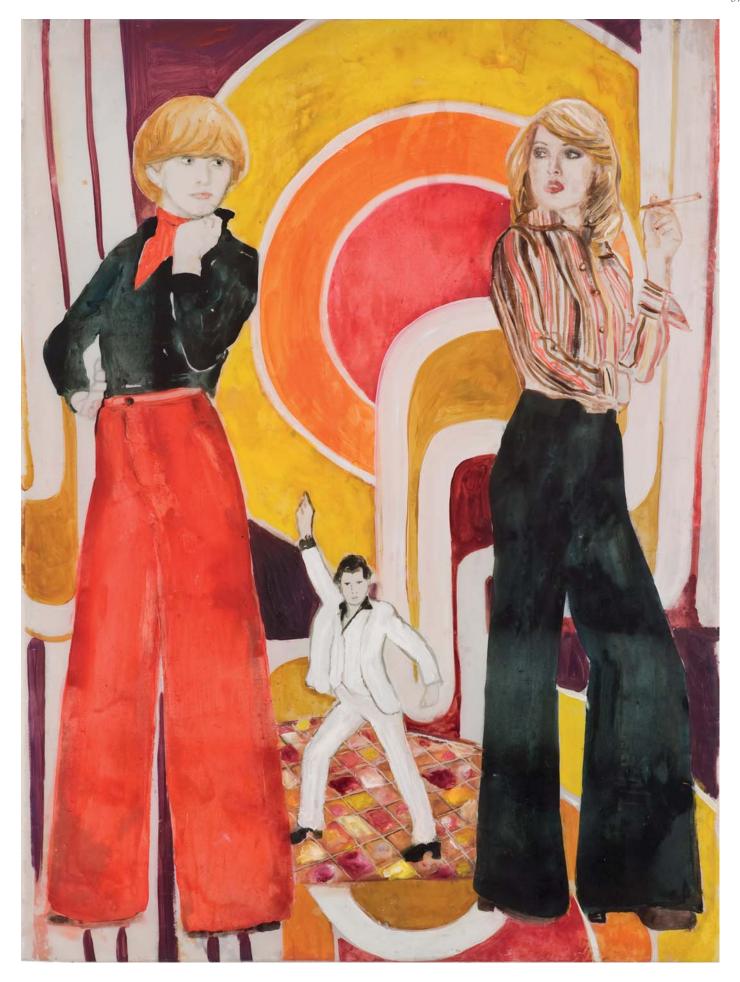




Schwab-Elektronium IBM 7070

In the 1970s, fashion turns colorful. The Schwab Versand follows suit.

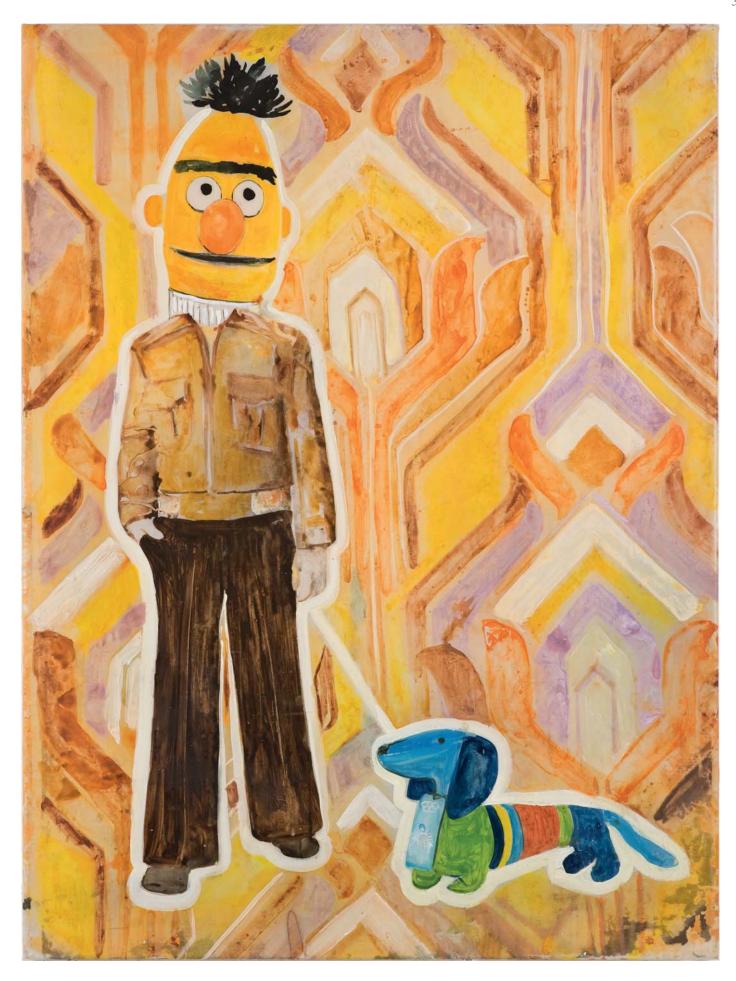




Schwab Versand Damenkollektion 70er (Women's Collection 70s)
2015
115 x 85 cm
encaustic and oil on nettle



Seven buttons for three channels: German TV in the Seventies



Schwab Versand Kinderkollektion 70er (Children's Collection 70s)
2015
115 x 85 cm
encaustic and oil on nettle



Sechs zu Fünf (Six to Five) 2015 26 x 21 cm collage on paper



Schwab Versand Herrenkollektion 70er (Men's Wear 70s)
2015
115 x 85 cm
encaustic and oil on nettle



Schwab Versand 80s Collage 2015 29 x 21 cm mixed media on paper



Schwab Versand Sport und Technik 80er (Sports and Technology 80s)
2015
115 x 85 cm
encaustic and oil on nettle

The 1980s are a period of reorganization for the company. Schwab Versand joins the Otto group of companies in 1976 and, thus bolstered, looks to a strong cooperative future.



Otto and Schwab, combined in on-screen text, the new media.



Schwab Versand Damen 80er (Ladies - 80s) 2015 $115\ x\ 85\ cm$ encaustic and oil on nettle

In the 1990s, cell phones and the Internet change our communicative behavior tremendously. Tech culture as well as Grunge Rock introduce new fashion trends. Long, straight hair is in and perms are out. 1970s platform shoes enjoy a revival.

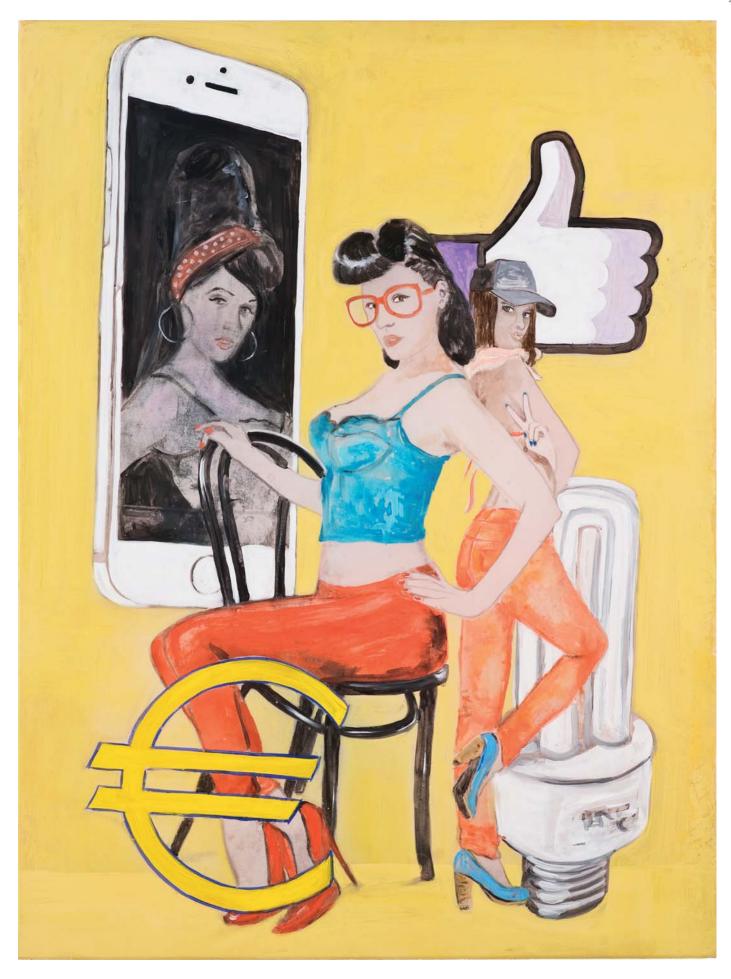
The world of fashion from the 2000s to the present day is rich in evolving trends and vintage revivals. Body-hugging everyday wear like low-rise jeans and leggings are being combined as you like it, creating individualized fashion statements. Fashion reinvents itself.





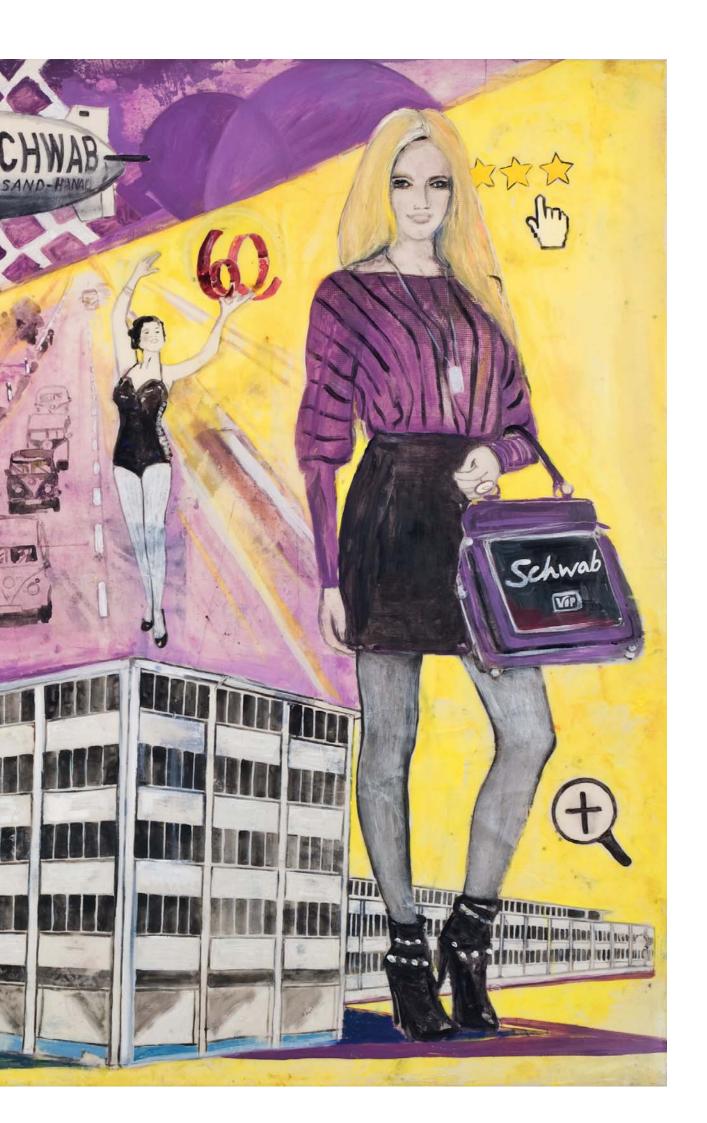


Frauenbilder (Portrayals of Women)
2015
29 x 21 cm
Collage on paper



Schwab Versand Damenkollektion 2000er Jahre
(Ladies Collection 2000s)
2015
115 x 85 cm
encaustic and oil on nettle





S. 50-51:

60 Jahre Schwab Versand – Jubiläums-Panoramabild (60 years Schwab Versand – panorama painting for the anniversary) 2015 140 x 180 cm encaustic and oil on nettle



Foto: Gaby Gerster

Eva Schwab

1966 1989-96 1992	born in Frankfurt/Main studied painting at the Kunstakadamie Düsseldorf studied at School of Visual Arts, New York recipient of stipend/grant from Kunstverein Düsseldorf
1993	recipient of stipend/grant from Cité Internationale des Arts, Paris
1996 2002 2009	master's course studying under Professor Markus Lüpertz visiting lecturer at Royal Art Academy, Den Haag artist-in-residence in Vienna, sponsored by Kulturamt Frankfurt/ Vienna
2014	resident stipend for Jinan, Shandong, China

lives and works in Berlin

Numerous national and international exhibitions





60 Years Schwab-Versand

A Chronicle in Paintings by Eva Schwab

In memory of my grand-father Friedrich Schwab

PUBLISHER
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TEXT
DOCUMENTATION

DOCUMENTATION

PHOTO

Schwab Versand Hanau Claus Brunsmann

Eva Schwab / Claus Brunsmann Archives of Schwab Versand, private collection Eva Schwab Gaby Gerster, Thomas Nitz

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www.evaschwab.de











