

OUR HISTORY

Flying Tiger Copenhagen traces its roots back to a stall at a flea market in Denmark where founder Lennart Lajboschitz sold umbrellas with his wife Suz. Then, in 1988, Lennart and Suz Lajboschitz opened their first brick-and-mortar store in a local neighbourhood of Copenhagen. Its name was Zebra, and it sold umbrellas and sunglasses and socks and surplus goods.

On the opening day our founder handed out coffee and cookies, and often on Saturdays there was a magic show for the children who came into the shop with their parents. So even back then, Flying Tiger Copenhagen was not only about products, it was also about giving people experiences to share with their loved ones, about products as catalysts for experiences.

The first store called Tiger opened in Copenhagen in 1995, and everything in it cost 10 Danish kroner. The Danish word for a ten-kroner coin is pronounced tee'-yuh, which sounds just like the Danish word for tiger.

We have come a long way since then. In 2001 we opened our first store outside Denmark – in Reykjavik in Island. In 2006 we hired our first designer – today we have a whole design team AND a graphic department designing our products. In 2012 we opened our first store in Japan, and in 2015 we opened up in the US for the first time.

Now, only two decades later, we are a globally proven retail concept with stores all over the world - more than 900 stores across 3 continents and 30 countries to be exact. We also have +5,800 fantastic employees and our yearly revenue has now surpassed 5 billion DKK.

Every day we handle more than 70,000 boxes full of products and ship more than 1,500 pallets – enough to pave the way from Copenhagen in Denmark to Gothenburg in Sweden with wooden pallets. Laid out in succession, the amount of products we handled in 2017 would fill up every inch of 90 football pitches.

Our product range is developed in our own product department and is inspired by our Danish heritage, with a strong focus on product relevance and uniqueness. We put a great deal of thought into selecting and developing each product and use design, materials, colors and graphics to add emotional value and make them intriguing and different. In our stores you can find things for your home, your hobby, for fun and party, great gifts and award-winning design. All at affordable prices.

A lot has happened since the start of the adventure at the flea market and the first brick-and-mortar store in 1988. Today our CEO is Mette Maix. But our mission is the same. We shape our product range around things you need, things you dream of and things you didn't even know existed. To us, it's not just about the product, it's also about what the product means to and does for the person who uses it

We want to be a catalyst for peoples' dreams and ideas. We want to inspire people to make the things they care about happen. And we want to put a smile on peoples' faces. Because we still believe that relationships and experiences are what make people happy. And ultimately, happiness is what we want to give to our customers.

