

Corporate News

PLUTA holds an innovative get-together for experts from the sector in Berlin

19 March 2015 · Restructuring field

Soirée with more than 200 guests

Successful restructuring of a company using the example of STRENESE

It depends on the customer whether a company will be successful or not

On the occasion of the Insolvency Law Conference in Berlin, PLUTA Rechtsanwalts GmbH held their “Soirée in Blue” in the Museum for Communication. More than 200 guests visited this evening event, which primarily focused on the topic of restructuring during debtor-in-possession proceedings. Visitors from all over Germany and abroad came together for this meeting of restructuring and insolvency experts.

This is already the second time that PLUTA has organised an event of this kind. In this year, however, PLUTA took a novel approach to organising the evening. PLUTA demonstrated their restructuring skills using a real-life case study.

In his opening speech, Managing Director Michael Pluta said: “With this event, we will illustrate how we turn around companies – the fashion company STRENESE is a very good example of this. In addition to stringent cost management, successful restructuring also involves successful sales and distribution. This means placing a dedicated focus on the product and presenting it to the market. After all, it depends on the customer whether a company will be successful or

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For more information about PLUTA and the content of this corporate information, please visit www.pluta.net

About PLUTA

PLUTA helps companies in legally and economically difficult situations. Since the company was founded in 1982, PLUTA has constantly grown. Today PLUTA has a staff of about 500 employees in Germany, Spain and Italy including more than 290 graduates in business economics and business management, attorneys, business lawyers, tax consultants, public auditors, certified accountants, economists, bankers, bookkeepers, engineers and insolvency administration specialists. Many of them own multiple qualifications what ensures practicable and economically sensible solutions. In particular, PLUTA provides support in restructuring companies affected by a crisis or insolvency and in continuing business operations, if necessary by involving restructuring experts in a responsible role. PLUTA is one of the top enterprises specialising in restructuring and turning around companies, as demonstrated by rankings and awards from INDat, JUVE, The Legal 500, Who’s Who Legal, brandeins, and Focus. Further information at www.pluta.net

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not.”

The premium label STRENESE has been subject to successful restructuring measures for almost one year as part of debtor-in-possession proceedings and is now back in the black. A fashion show at which the company’s current spring collection was presented turned the theme of the evening into a visual experience.

In addition, a flying buffet provided the opportunity for the experts from the sector to exchange ideas and discuss the PLUTA cartoons presented during the evening. These cartoons are an integral part of the regular PLUTA newsletter, making critical comments on current matters in the field of restructuring and insolvency administration.

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