

## MONNALISA LANDS AT THE PHILADELPHIA "KING OF PRUSSIA" MALL

**The single-brand store was inaugurated yesterday in Philadelphia in the largest shopping mall in the United States.**

**This is Monnalisa's first direct sales point in a shopping mall in North America, which strengthens the Group's international retail strategy**

*11 October 2018* - As part of the ambitious retail store openings project announced when the company made its début on the stock exchange in July, Monnalisa (**Aim Italia -Ticker MNL**) opened a store yesterday in the largest shopping mall in the USA, with a floor area of 270,000 sq.m., 450 shops and more than 25 million visitors a year.

The **King of Prussia Mall**, which is some 40 minutes from down town Philadelphia, is located in a metropolitan area where more than 60% of its resident households have an income of over USD 100,000. The **80 sq.m.** Monnalisa store is on the mid-level close to one of the busiest entrances to the mall.

The interior decoration of the store is in a romantic-contemporary style with soft spirals, sinuous surfaces, a floor with a maxi bouquet of roses, the iconic flower of the brand. A spectacular chandelier casts an amazing light on the collections and accessories. The polished façade of the store with its pink brush strokes and very original glossy pink and gold finish, makes the store unmistakable.

The store opened in Philadelphia is considered to be strategic for the brand because it is the first sales point opened in North America in a shopping mall, a model that could open new and interesting opportunities for the retail development of Monnalisa on the US market, and may give an enormous drive to the current business plan.

Monnalisa already has three stores in the United States, in **Los Angeles (Beverly Hills)**, **Miami** and **New York**, the last of which was recently restyled.

### **Further information:**

**Monnalisa SpA (Aim Italia -Ticker MNL)**, a company listed on the AIM stock exchange list since 12 July 2018, was established in Arezzo in 1968 and has over 50 years of experience in the high-end children's clothing sector. It distributes to more than 60 countries through direct flagship stores, the most prestigious Department Stores in the world and more than 750 multibrand points of sale, with a turnover of **47.7 million euro** in **2017**. The high-quality and fashionable range is combined with significant investments in research and development, great social awareness and compliance with SA8000 standard and the environmental certification ISO 14001. The company has been Elite-Borsa Italiana certified since April 2016.

# MONNALISA®

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