

CHINA: MONNALISA DOUBLES FLORENTIA VILLAGE LUXURY DESIGNER OUTLET PRESENCE

After Shanghai, ribbon-cutting at TIANJIN luxury hub

Arezzo, December 18, 2018 - **New opening** for **Monnalisa** in **Tianjin**, one of north-east China's main ports and a mega city with over 15 million inhabitants. The city is twinned with Milan, with which it shares a deeply-rooted entrepreneurial culture. Monnalisa opens a **store of 200 sq. m.**, complete with damier flooring, arched windows and floral wall-finishing, extending the existing offer of 200+ luxury brands with its range of high-end childrenswear.

The **Florentia Village** Group, belonging to the Italian RDM and with a long-standing alliance with Mcarthurglen, has created the top designer outlets in China, incorporating a strong Italian element into the concept. The opening in Tianjin comes one year after that at the **Shanghai** Florentia Village luxury outlet, building further Monnalisa's Chinese presence which features 15 mono-brand stores and online distribution on 3 of the top major luxury portals, such as Shangpin.com, Mei.com, Secoo.

"The second opening at the international luxury outlet leader furthers our strategy to penetrate the major Chinese market, leveraging on the logistical synergies supporting our existing stores. The high level of footfall at these villages, paying homage to Italy's architectural heritage, creates significant visibility for our brand and shines a light on our range which showcases Italian excellence", **stated Christian Simoni, Chief Executive Officer of Monnalisa.**

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.

For further information:



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