

Monnalisa: opening today in Istanbul at world's biggest airport

For opening of new travel retail shop, Monnalisa chooses the new, huge Turkish airport

Arezzo June 13 – The Monnalisa Group continues to roll out its development plan with the highly-anticipated opening of a **shop** at the new Istanbul airport. Retail is Monnalisa's most profitable channel, as reflected in the growth strategy pursued by the brand, both through improving the performances of the 34 sales points opened between 2016 and 2018, and the contribution of the 14 new DOS planned for this year - with Istanbul the seventh. The new Istanbul airport, with luxury shopping areas similar to those in the Gulf, and traffic of over 200 million passengers per year by 2025, is the perfect choice for Monnalisa, which proposes its high-end range to a most demanding international customer base. Francesco Furlan, retail manager of Monnalisa, comments on the opening: "This airport is an extraordinary development, 77 million square meters, precisely in the middle of Europe, North Africa, the Middle East and Western Asia and the perfect location for a new travel retail experience."

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 childrenswear industry. Monnalisa products are distributed **in over 60 countries**, in flagship stores and some of the most prestigious Department Stores around the world as well as in over 750 multi-brand points of sale, with consolidated revenues amounting to **51,1 million Euro in 2018**. In addition to products of high quality and impactful fashion content, the company also invests heavily in research and development, while placing great importance on social sustainability and compliance with SA8000 standard. Monnalisa was also awarded ISO 14001 environmental certification. As from April 2016, Monnalisa is an Elite-Borsa Italiana certified company.

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