

Double ribbon-cutting for Monnalisa: Maasmechelen and Bicester

The company continues its expansion with two temporary stores in Belgium and in the UK

Arezzo, June 14 – New opening for Monnalisa which, for the second consecutive year, has been called to open a direct sales point at the **Luxury Outlet Village in Bicester** (Oxfordshire). The outlet is considered to demonstrate excellence in terms of customer spending capacity, brand mix and particularly boasts one of the highest tenant surface areas in the world. Monnalisa has been recognised as a top-class brand, having been chosen to stand alongside the existing brands.

Building on its off-price channel distribution strategy within premium centres, Monnalisa on June 7 opened a sales point at the **Maasmechelen outlet centre** in Belgium, operating a pop-up store between June and October and therefore concentrating turnover in the period of maximum traffic.

The openings in Maasmechelen and Bicester consolidate Monnalisa's strategy to open in the leading outlets by customer type, brand mix and square meter return, with evident knock-on benefits in terms of visibility and turnover.

Further details:

Monnalisa SpA (Aim Italia -Ticker MNL), listed on the AIM market since July 12, 2018 and engaged in the high-end childrenswear segment for fifty years, was founded in Arezzo in 1968. Distributing **in over 60 countries**, both through direct flagship stores and at the world's best known Department Stores and over 750 multibrand sales points, revenues of **Euro 51.1 million** were reported in **2018**. High quality and appealing design is combined with significant research and development spend, keen social awareness, SA8000 compliance and ISO 14001 environmental certification. The company has been Elite-Borsa Italiana certified since April 2016.

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