

MONNALISA : RIBBON-CUTTING IN THE HEART OF ROME, WITH A LIMITED EDITION DEDICATED TO THE ETERNAL CITY

The childrenswear brand celebrates the new opening at Via del Babuino with a Couture dress - a tribute to Rome

Rome, October 14, 2019: twelfth opening this year for the high-end brand Monnalisa, at the prestigious address of Via del Babuino 136/137 in the Trident. The boutique, in a beautiful neo-classical period building, features striking barrel-vaulted ceilings, the iconic rose floor and satin gold finishings. This new domestic opening was celebrated with the launch of a limited edition, a precious Couture dress in mikado silk with a photographic print of the eternal city, a very limited number of pieces available and only at the new Capitoline boutique.

"We are particularly proud of this opening, after many openings overseas, particularly in Asia Pacific. The number of direct Italian boutiques increases to 11 with the via del Babuino opening. Our creative director Barbara Bertocci has reflected the pride in our Italian identity and the excellence embodied in our output through a dedicated dress" stated Chief Executive Officer Christian Simoni.

Further details:

Monnalisa SpA (Aim Italia -Ticker MNL), listed on the AIM Italia market since July 12, 2018 and engaged in the high-end childrenswear segment for fifty years, was founded in Arezzo in 1968. It distributes **in over 60 countries**, both through direct flagship stores and at the world's best-known Department Stores and over 750 multibrand sales points. Focusing on high-quality and made in Italy style, it invests in research and development, with sustainability a core concern. The company complies with the SA8000 regulation and environmental certification ISO 14001. The company has been Elite-Borsa Italiana certified since April 2016.

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