

## MONNALISA OPENS NEW CONCESSION AT "GALERIES LAFAYETTE"

Retail strengthening continues with opening in the heart of Paris, the first of 2020

**Paris, January 14, 2020** - Monnalisa, the high-end childrenswear sector leader and listed on the AIM Italia market, announces its first opening of the year with the ribbon-cutting at its space on the fifth floor of the historic "Galeries Lafayette", a symbol of the French capital's "haute couture" culture. The floor, dedicated to junior clothing, is undergoing a complete restyling that will be completed after the summer. *"The Lafayette Haussmann concession is a source of particular pride as it strengthens and relaunches a collaboration that began back in 2004 with the prestigious department store that boasts over 100,000 visitors a day and which with its 70,000 square meters provides great visibility to the world's top brands - stated Christian Simoni, CEO - The beauty of this historic building, which attracts lovers of architecture as well as fashion, and a renovated and wide space, showcases perfectly our collections which mainly target an international and demanding customer base".*

The concession is also extended to the two doors of Galeries Lafayette Nice - Nice Massena and Cap 3000.

### 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.

#### **Monnalisa S.p.A.**

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