

MONNALISA : TENTH OPENING IN CHINA, IN THE LUXURIOUS DEJI PLAZA

Nanjing , September 6: **Monnalisa**, the high-end childrenswear sector leader and listed on the AIM Italia market, opens a store in the luxury hub of **DEJI PLAZA, in the city of Nanjing**, Southern China. Deji Plaza is one of China's most exclusive malls, a destination for the most select shopping, from fashion to art, with over 65,000 square metres housing the world's leading luxury brands. The Monnalisa store in Nanjing highlights the Italian style of the childrenswear brand, with sophisticated rose gold finishes and capitonné walls, to showcase its romantic-contemporary collections. **For Monnalisa this is the tenth opening in China**, a market considered strategic also in view of current global developments. China, in fact, is the only economy to have grown in the COVID year and, according to analysts, will lead the Asia-Pacific region's luxury market recovery.

Christian Simoni, Chief Executive Officer, stated: *"Our retail strategy is focused on identifying exclusive markets and locations to satisfy customers seeking high-end products. We are therefore very pleased to expand our presence on this market in which the customer can enjoy the physical shopping experience in a specific location, the Deji Plaza, which accommodates and showcases the Monnalisa brand."*

Monnalisa SpA (Aim Italia -Ticker MNL), listed on the AIM Italia market since July 12, 2018 and engaged in the high-end childrenswear segment, 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 more than 500 multibrand sales points. Focusing on high-quality and made in Italy style, its research and development investment is matched by a commitment to sustainability. The company complies with the SA8000 regulation and environmental certification ISO 14001.

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