

women'secret

Press Release

WOMEN'SSECRET OPENS NEW STORE IN SAINT PETERSBURG AND CONFIRMS THE BRAND'S STRONG GROWTH IN THE RUSSIAN MARKET.

PHOTOS AND INFORMATION FOR PRESS AT:

www.womensecretnews.com

The leading brand in the Spanish lingerie market opens its store number 40 in the Russian Federation, reaching 44 points of sale and consolidating its strong growth in the Russian market despite the devaluation of the ruble.

Madrid, the 20th of July of 2015.- Women'secret, the leading chain in the Spanish lingerie market has just opened its store number 40 in the Russian Federation. With this opening, the Spanish chain has reached 44 points of sale of which four are franchises in the Eurasian country.

The new store was opened in one of the most emblematic shopping centres in Saint Petersburg, Galereya, where it has implemented its new Women'secret store concept. The new space reflects all the values of a dynamic, innovative and feminine brand. The store plays with more sophisticated materials, to convey a more mature image, combining black and copper tones in the decor. Each area offers carefully designed details that guide customers through the different collections, innovations and trends, making for a unique buying experience.

Women'secret maintains its implementation plan in the Russian market despite the impact that the ruble crisis has made on foreign investment in the country, where it has opened 10 stores more since 2014. Grupo Cortefiel, owner of the company, bought the Springfield and Women'secret operations from the local franchise in 2013, a year earlier.

According to reports by the management of the company, "Women'secret is showing very positive performance in the Russian market, and growth accelerated especially during the spring-summer season, registering gains of 20% in total sales and 5% surface comparable in euros, which implies

much higher growth in local currency. This confirms the success of the format in Russia and the positive response to our collections despite the crisis".

Women'secret ended 2014 with 640 stores and presence in 64 countries.



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