



Wolford Celebrates Opening of its First Boutique in the United Arab Emirates



- **Grand Opening of Wolford Partner Boutique at The Dubai Mall**
- **85 m2 of exclusive Legwear, Ready-to-wear & Lingerie fashion**
- **International expansion of luxury brand successfully continued**

Bregenz/Dubai, February 1, 2013 - **Luxury Austrian fashion brand Wolford officially celebrated the Grand Opening of its first boutique in the United Arab Emirates (UAE) at a cocktail party hosted by Mr. Holger Dahmen, Chief Executive Officer of Wolford AG, and Mr. Khalid Abdullah Al Fahim, Chairman of Al Fahim Avenue Group of Companies. The opening event took place at the Wolford partner boutique in The Dubai Mall, Fashion Catwalk, on Tuesday, 29th January 2013.**

VIP customers and guests joined Wolford in celebrating the launch of the 85m2 sales area, which offers a wide range of the Wolford essential and trend collection.

“The boutique in Dubai is of strategic importance for Wolford as we plan to further enhance the international presence of the brand“, says Holger Dahmen, CEO of Wolford AG. “We are glad to have a reliable, trustworthy partner and we are convinced that there is a growing market for Wolford’s luxury and high-quality fashion also in the Gulf Region“, Dahmen continues.

Wolford Partner Boutique Dubai
The Dubai Mall
Fashion Catwalk 1
UAE

Picture (Wolford):

Mr. Khalid Abdullah Al Fahim, Chairman of Al Fahim Avenue Group of Companies (m.),
Mr. Holger Dahmen CEO Wolford (r.) and Mr. Khalil Karkar (l.) joined the grand opening.

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About Wolford AG

Wolford AG headquartered in Bregenz on Lake Constance (Austria) operates 15 subsidiaries and markets its own products in the Legwear, Ready-to-wear, Lingerie, Swimwear and Accessories segments in 68 countries via more than 260 monobrand stores (own and partner-operated), 3,000 trading partners and online. The Austrian company, which has been publicly listed on the Vienna Stock Exchange since 1995, generated sales of EUR 154 million in the 2011/12 fiscal year (May 1, 2011 – April 30, 2012), and has about 1,600 employees. Since its founding in the year 1950, Wolford has evolved from a local producer of pantyhose to a global luxury fashion brand. www.wolford.com