



Press Release

Luxury fashion label Wolford: New boutique openings in Greater China

- **Store openings in Shanghai and Hong Kong**
- **Growing presence in Greater China**
- **International expansion to be continued**

Bregenz / Shanghai / Hong Kong, May 8, 2013. **The Austrian luxury fashion label Wolford continues its international expansion in Greater China by opening two new boutiques, one in Shanghai and one in Hong Kong. On April 8, 2013, Wolford opened its first own boutique in the Shanghai Citic Square, a luxurious architectural shopping complex in one of the fastest growing cities in the world. Since April 26, 2013 customers can also purchase Wolford fashion at Hong Kong's International Finance Centre.**

The official public opening celebration of the 610 square feet Wolford Shanghai Citic Square boutique takes place on May 9 in presence of official authorities, VIP guests and media representatives. By June 2013, another opening of a Wolford boutique in the city of Shanghai is to be expected.

In Hong Kong, where Wolford fashion had already been available at four points of sales, the opening of a fifth, 460 square feet own boutique at Hong Kong's exclusive International Finance Centre took place on April 26, being followed by a remarkable media event on May 7.

Growing presence in Greater China

"The Chinese market is of great strategic importance for Wolford. The management is confident that in future we will have great potential for growth in Greater China, therefore, the opening of these two new boutiques is especially gratifying" says Holger Dahmen, Chief Executive Officer of Wolford AG. "We intend to strengthen the positioning of the Wolford brand in China and expand our store network, with both partners as well as through its own boutiques," explains Dahmen the expansion plans.

By June 2013, Wolford is running 15 points of sale in Greater China, both own and partner-operated, located in the cities of Shanghai (2), Shenzhen (1), Chongqing (2), Chengdu (2), Taiyuan (2), Hong Kong (5) and Macao (1).

Luxury fashion at exclusive locations

Wolford's own boutique in **Shanghai Citic Square** is named to be a flagship store for the Greater China and shall attract customers with its range of exclusive fashion as well as with its purist and elegant design. Citic Square has become a landmark on Shanghai's busiest

street, with its central location and convenient access to public transportation the high end shopping centre features an assortment of the world's top tier brands.

Wolford Boutique Shanghai Citic Square

321 / Store 321 / 3rd floor / Shanghai Citic Square
1168 West Nanjing Road, Jing'an District / Shanghai
Tel: +8621 5278 8326
Open daily 10:00 to 22:00 hours

The newly opened Wolford Boutique at **Hong Kong International Finance Centre Mall** is situated in the 4.47 million square feet shopping mall complex with two office towers, including "Two IFC" as the second tallest building in Hong Kong, and a 800,000 square feet-plus IFC mall. The mall houses a mix of more than 100 international brands, offering a fashion mecca and luxurious leisure time facilities. The Wolford store carries the fashion label's entire range of high-quality fashion leg-wear, stylishly luxurious ready-to-wear, seductive lingerie, fashion accessories and seasonal swimwear.

Wolford Boutique Hong Kong International Finance Centre (HKIFC)

Shop 2089A / Podium Level 2 / Two IFC / 8 Finance Street
Central / Hong Kong
Tel.: +852 2234 7331
Open daily 10:00 to 22:00 hours

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Download-Link pictures: Wolford Boutique Shanghai, Citic

http://service.wolford.com/download/press/openings/Shanghai_Citic.zip

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About Wolford

Wolford AG headquartered in Bregenz, Austria on Lake Constance 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

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