



Press release

Wolford expands presence at Vienna International Airport

- **New opening in Terminal 3**
- **Improved location of boutique in Terminal 2**
- **Plans for further expansion of international travel retail**

Bregenz/Vienna, 31/10/2013 – The luxury label Wolford is expanding its presence in Austria by opening a new boutique in Terminal 3 at the Vienna International Airport, as well as relocating the existing boutique in Terminal 2. This will take the fashion label one step closer towards its set goal of expanding international travel retail. The management at Wolford AG expects these changes to bring about a significant increase in sales at the location Schwechat.

The new Wolford boutique is located at North Pier, Check-in 3 in Terminal 3 of Vienna International Airport and will display the label's entire range in the 68 m² store. In addition to luxury legwear, it will stock stylish ready-to-wear, sensual lingerie, fashionable accessories and seasonal swimwear. The Wolford boutique (44 m²), which has relocated to West Pier at Check-In 2 in Terminal 2, boasts a purist and elegant store design in its improved location, and provides the current trend collection as well as classic basic everyday models.

“As airports are hubs, they provide Wolford with an ideal sales platform for attracting both private and commercial travellers. The two boutiques have enabled us to reinforce our presence in the very important travel retail and duty-free segment at Vienna International Airport and we expect considerable growth in sales at Schwechat as a result“, said Holger Dahmen, CEO at Wolford AG.

There are currently Wolford boutiques in the following European airports: Frankfurt am Main, Munich, Berlin Tegel, Hamburg, Düsseldorf, Stuttgart, London Heathrow, Dublin, Helsinki, Amsterdam Schiphol, Copenhagen, Malpensa and Linate, as well as in Shanghai Hongqiao Airport in China. Wolford intends expanding travel retail in the future too, and further stores are planned at international airports in its core market of Europe, as well as in the developing Asian market.

Wolford Boutique Vienna International Airport

Terminal 3 / Check-In 3 / North Pier

1300 Schwechat, Tel.: +43 (0)676 9773 422

Opening hours: Monday-Sunday 6.00 a.m.–9.00 p.m.

Wolford Boutique Vienna International Airport

Terminal 2 / Check-In 2 / West Pier

1300 Schwechat, Tel.: +43 (0)676 9773 422

Opening hours: Monday-Sunday 6.00 a.m.–9.00 p.m.



Photo: Wolford Boutique Vienna International Airport, Terminal 2

Photo credit: Flughafen Wien AG

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About Wolford AG

Wolford AG, headquartered in Bregenz on Lake Constance (Austria), operates 16 subsidiaries and markets its Legwear, Ready-to-wear, Lingerie, Swimwear, Accessories and Trading Goods product segments in about 70 countries via more than 260 monobrand stores (own and partner-operated), approximately 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 156.47 million in the 2012/13 financial year (May 1, 2012–April 30, 2013), 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 fashion brand in the segment of affordable luxury products.