



## **Wolford opens its first own-brand store in Rome**

*Bregenz / Roma, 4 November 2013* – The luxury fashion label Wolford further strengthens its presence in Italy by opening the first own boutique in Rome. Nationally, it is the sixth opening overall for Wolford, after Milan and Monza as well as in Parma and Lucca. The boutique, which is centrally located in the Via Frattini, 90 and thus in the midst of an international tourism and shopping district, is already open to customers since 24 October.

The 50 square metres boutique offers a wide selection of all product lines which made the brand a success, such as luxury legwear, seductive lingerie, appealing Ready-to-wear as well as matching fashion accessories and beachwear. In its sophisticated atmosphere, clients can relax during a very exclusive shopping session. Opening times are Tuesdays to Fridays from 10am to 7.30 pm and on Saturdays, Sundays and Mondays from 11am to 7pm.

### **Boutique Wolford Roma**

Via Frattina 90  
00187 Roma (Italy)  
Tel: +39 06 69380590

#### Opening times:

Tuesdays to Fridays: 10am to 7.30 pm  
Saturdays, Sundays and Mondays: 11am to 7pm.

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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. [www.wolford.com](http://www.wolford.com)

