



**PLAYLIFE HITS GERMANY**  
**New Frankfurt store**  
**opening on Saturday, 21 September**

Ponzano, 21 September, 2013. Playlife is opening today on Stephanstrasse in MA\*, the new district for a new shopping experience in the heart of Frankfurt. The new 200 square metre concept store is a space designed to be enjoyed with a smile, where everything from the warmth of the natural wood to the bed in the middle of the room, the ethnic rugs and the tiled kitchen make the shopping experience exhilarating, friendly and fun.

The authenticity and originality of the brand naturally extend to the apparel collections: **Playlife** itself, whose preppy mood incorporates timeless touches of elegance; **Jean's West**, Italian denim since 1974 with a strong, surprising personality; **Killer Loop**, urban tech that combines fashion and innovation through continuous advancements in style and technical details; and **Anthology of Cotton**, feminine homewear for the woman who wants a combination of practicality and emotion. The Playlife spirit is also evident in a selection of accessories, gadgets and other products that keep the assortment lively and fresh: **Tern** folding bicycles, **Lomography** creative cameras, retro handsets for the iPhone, and **Hi-fun** memory sticks, as well as shoes, watches and travel books. Every article is selected just for the season on the basis of its brand history and innovative content, with a special emphasis on recyclable materials.

The multi-brand approach to the store and its products goes hand in hand with the innovative content at [www.playlife.com](http://www.playlife.com), which highlights the brand's multi-faceted outlook and shares it by way of a growing presence on social networks, a set of apps, and the new web radio, bringing the consumer straight into the Playlife world.

**Playlife store**  
**Stephanstrasse 1-5**  
**Frankfurt**  
**Germany**

**For further information:**

[playlife.com](http://playlife.com)  
[benettongroup.com/media-press](http://benettongroup.com/media-press)

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