

S I S L E Y

SISLEY REINVENTS ITSELF IN VENICE

Curtains raised on a new, prestigious Venetian location for the brand

Venice, 12 April 2019. The new **Sisley shop in Campo San Bortolomio** opens its doors a short distance from the Rialto bridge, bringing back the Rich&Raw concept, which embodies the bold and unconventional spirit of the Sisley brand.

The shop, which opens Saturday, 13 April, is arranged on two storeys and covers an area of approximately 200 square metres. In the new Venetian Sisley, right in front of the Fondaco dei Tedeschi, the atmosphere is warm and refined with a deliberately and elegantly lived-in style that distinguishes the interiors of the brand's shops.

The shop offers a sophisticated environment that is carefully marked by time: the walls have a particular delabrè effect, the floors in grey and black terrazzo bring to mind the typical Venetian terrace, while at the entrance, a carpet designed with trapezoids formed by marble Orange of Selva and Fior di Pesco, warmly welcomes customers. Oval shapes define the furnishings and are repeated in the mirrors, tables and dressing rooms. The lake-green, glossy lacquered ceiling reminds visitors of the colours of the Venetian lagoon.

"The opening of the Venice shop, right in the heart of the city, represents an important milestone in the growth and consolidation of the brand," comments **Paolo Battacchi, Head of the Sisley Business Unit**. "The brand is pursuing a commercial strategy that focuses on having a presence in major Italian and European cities, with points of sale characterised by a strong identity and set in prestigious locations. The shop in Venice delivers a strong emotional impact, where the distinctive traits of the Rich&Raw format are intertwined with peculiar elements that recall Venetian life and pay homage to the city."

The neutral tones of the season's collection - red, white, brown, denim and black - and the accessories (in

particular the newly launched sneakers, **the Sisley S68**), are scenically displayed in this context of excellence.

Today, with 900 locations worldwide, Sisley is the fashion brand of the Group with a strong and distinctive image, thanks to the commercial network, the sexy and avant-garde product and communication.

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