

SISLEY glamour in the heart of Paris

Paris, 28 March 2007. The **Sisley** brand inaugurates a store in one of the French capital's most sophisticated districts, Saint Germain des Prés, Rue du Four.

This inauguration is a continuation of the brand's expansion programme aimed at bringing the Sisley style and image to the leading shopping streets of the world's major cities through prestigious single-brand stores. On the heels of the recent opening in Lyons on the buzzing Rue de Gasparin, the inauguration in Paris will be followed by another new **Sisley** store in Cannes. These new monobrand stores are in addition to the 40 shops-within-a-shop already present in France. The latest French stores are part of an international expansion plan which includes recent new openings in New Delhi and Tokyo, with Budapest and London to follow shortly.

The Paris store sets the trend not only for the womenswear and accessories on display but also for its layout and décor. The space of some 400m² houses the *Pentagram* store concept created exclusively for **Sisley**, where black - the brand's iconic colour - is used for fittings, partitions and the ceiling, creating a very avant-garde atmosphere and identity. Spread over two floors connected by red-walled stairs, the store interior is very dynamic with black damask elements and diffused lighting, creating a shopping experience of discreet, intimate and very personal purchases. This new store represents a step further in the international launch of the *Pentagram* concept.

The shop on Rue du Four opens with this completely new look showcasing **Sisley's** new women's collections for spring-summer 2007. Themes for this season focus on **Sexy Puritan**, where an elegantly provocative black calls the shots; **City Blue**, an urban look seen in a Japanese light; **Ethnic Chic**, or symptoms of *nostalgia for Africa* with the colours of the savannah; **French Open** for a tennis club atmosphere from the Sixties. And everything with, of course, the "right" details from the collection of Sisley accessories perfectly in tune with the brand's fashion wear.

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