

In Stockholm a new major Sisley store opens in the building where a famous bank robbery highlighted the complex psychological relationship between kidnapper and hostage
THE SISLEY SYNDROME

Ponzano, 19 February 1999. Sometimes, destiny can lie in a name, or even an initial. Such as "S", as in Sisley, Sweden, Stockholm, Syndrome, or the *Stockholm Syndrome*. It will come as no surprise then that visitors and customers of the new major Sisley store in the Swedish capital will feel as if they have been taken hostage. Not by armed bank robbers but by the attractiveness of the interior, its rather glamorous chic and the colourful themes of the Spring-Summer 1999 Sisley collection.

The new Sisley store, located in the Norrmalmstorg market area, is actually in the prestigious nineteenth-century building where, in August 1973, a bank robbery took place at the branch of the Kreditbanken which was situated on the ground floor at the time. The robber, trapped by police, took four people hostage and held them for more than five days. Fortunately, there was a happy ending to the story, due to the sympathy and collaboration felt by victims for their kidnapper. This has since become known as the Stockholm Syndrome.

With a total floor area of more than 400 square metres, the new store holds the full Sisley women's collection, which this season expresses the language of colour, with enticing allusions to fashion legends, folklore and the techno avant-garde. You'll also find the entire men's collection, where the keynote is essentiality. The store's range is completed by a wide choice of accessories, such as matching articles and shoes.

The new store in Stockholm is part of the Sisley programme of international expansion, based on the phased opening of a series of independent group-owned retail outlets to reinforce the brand image in the market, while at the same time moving towards stores with increasingly large sales floors. Last year, major independent Sisley stores were opened in cities all round the world: at Hamburg, Cologne, Stuttgart, Porto, Lisbon, Moscow, Atlanta, Washington and New York.