



HELLO GAP-ITALIA.IT ! OVS LAUNCHES THE GAP ITALIA WEBSITE

A cutting-edge store offering an omnichannel customer experience

Venice, November 2022. OVS **announces the launch of the new Italian website for GAP**, a cutting-edge store front, integrated into physical stores for the full omnichannel customer experience

The launch of the website follows OVS' acquisition, last February, of the stand-alone GAP stores located in Italy, after signing a franchising agreement with the iconic US brand in 2020, which included the insertion of the GapKids brand in OVS stores and the sale of Gap man, woman and kids collections on ovs.it.

Gap-Italia.it is an exciting and dynamic platform, capable of transmitting the best of the brand identity with the aim of making the customer feel at the centre of a shopping experience - virtual and physical - based on the ability to interpret and respond to the desires of the community.

An omnichannel platform that proposes a wide assortment of items, as well as offers of additional services for those choosing this way to shop; these include free shipping (with a minimum 80 euro spend), collection and returns, always free of charge, to all GAP and OVS stores, a dedicated customer service, and the possibility of a vast range, that integrates online sales with in-store availability.

Gap is currently present in Italy with 43 stores, that include direct stores and speciality corners in OVS and COIN, and outlet stores.

About OVS

OVS S.p.A. is the leading company in the Italian women's, men's and kids' apparel market share of 9,3%. It operates multiple fashion brands including OVS, OVS Kids, Upim, BluKids, CROFF. OVS manages a portfolio of brands representing different lifestyles which are developed internally. PIOMBO, symbol of the Italian menswear style and elegance. Everlast, a sportswear must have. Grand & Hills, casual wear inspired by the American colleges. Baby Angel, young contemporary woman collection. Shaka Innovative Beauty, easy make up and skincare brand. The company is the undisputed leader in the Italian market also for kids' clothes where it can boast a double-digit market share. OVS S.p.A. counts over 2,000 stores in Italy and overseas with net sales of 1,359 million euros in 2021.

OVS SpA

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Capitale sociale euro 290.923.470,00 i.v.





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