



OVS OPENS PIOMBO ABROAD

New York, 15 March; Madrid, 17 March and Paris, end of May

The unmistakable style of Massimo Piombo is coming to New York (Soho, 149 Spring Street) and Madrid (Calle Coello 65), while work proceeds at pace on the Paris space (193 Rue St. Honoré), which is scheduled to open at the end of May.

"We chose three capital cities that are transforming the world's palpable desire for recovery into pure energy and which, today, are the catalysts for new fashion and lifestyle expressions", says **Stefano Beraldo, CEO of the OVS Group**, "We saw them as the most suited to welcome PIOMBO's extraordinary collections. This mix of the designer's talent and the vanguard production capabilities of OVS has created a unique cocktail, a balance of style and amazing prices. Piombo is already an affordable style icon in Italy and now we want to take this brand beyond our borders."

Travel is therefore the all-round theme here. A tour through the work of Massimo Piombo, a genius when it comes to mixing jackets, shirts, sweaters, T-shirts, trousers and skirts, all especially studied to make sure that everything goes with everything else. A game of skill, a puzzle with endless solutions, in the spirit of a stand-out collection. This is the hallmark of Massimo Piombo, who is setting out from Italy to take his fashion tastes global.

"I want the world to see the essence of my collections, which are designed to be worn by anyone, regardless of age", says **Massimo Piombo, designer and creative director at OVS**. "It's a fashion that is linked to an Italian awareness, created from a multitude of variations, and inspired by art and travel, and by our country's strong bond between culture and beauty. We chose Spring Street in New York, because this is a great street to stroll along, and pop into the shops and galleries, in a continuous in and out, that infects you with the cosmopolitan dynamism of Soho".

The concept behind the store (1550 sqft) was developed using natural, recycled and regenerated materials. The new "Piombo Sky Blue" store is a single-colour location where the

OVS SpA

Registered offices: Via Terraglio, 17
30174 Venezia Mestre, Italy T +39 041 2397500 F +39 041 2397630
Venice Business Register, no.,
Tax ID and VAT reg. no. 04240010274

www.ovs.it

Company stock euro 290,923,470.00 fully paid up





designer has imagined a dialogue between aesthetics and function, to define the brand identity and at the same time, offer members of the public an appealing place with appeal, where they can turn up to look, touch, and share. A background to bring out the full impact of the colours and prints in the collections, which lend themselves to endless solutions.

PIOMBO is the essence of "Italian style", but with lots of added surprises: culture and magic, elegance, creativity, lightness, intelligence, quality and affordable prices, joy, and a certain refined extravagance.

About OVS

OVS S.p.A. is Italy's leading retailer of men's, women's, and kids' clothing, with 9.4% market share that is constantly growing.

Its brands include OVS, OVS Kids, Upim, BluKids, Stefanel, CROFF, and GAP. OVS manages a portfolio of brands, each with its own lifestyle, which it develops in house. PIOMBO, a symbol of Italian style and elegance, with a touch of eccentricity. Baby Angel, for young contemporary women. Grand & Hills, casual clothing inspired by American college fashions. Everlast, a must-have in active and sportswear. Shaka Innovative Beauty, dedicated to easy make-up and skincare.

The group is continuing to evolve its business model towards a "phygital" marketplace that also includes external brands.

OVS S.P.A., listed on the Milan Stock Exchange since 2015, now counts 2000 stores in Italy and abroad. In 2021, it recorded sales of 1.359 million euro and an EBITDA of €147.2m.

OVS Corporate communication & PR

Vania Rinaldi vania.rinaldi@ovs.it Tel. +39 340 1882274

Danila Barbieri danila.barbieri@ovs.it - Tel. +39 02 48029623

OVS SpA

Registered offices: Via Terraglio, 17
30174 Venezia Mestre, Italy T +39 041 2397500 F +39 041 2397630
Venice Business Register, no.,
Tax ID and VAT reg. no. 04240010274

www.ovs.it

Company stock euro 290,923,470.00 fully paid up

