



## THE OVS EVOLUTION CONTINUES WITH THE OPENING OF A NEW FLAGSHIP STORE IN VIA DANTE, MILAN

OVS is inaugurating its new flagship store in Via Dante, Milan. 900 square metres to show off the brand's evolution and its continuing renewal when it comes to style, language and customer interaction.

Stefano Beraldo, CEO of Gruppo Coin had this to say: "The stunning new store makes a turning point in OVS's journey, transforming its industry connotations by evolving and definitively affirming its change from selector and manufacturer, to author of the whole process. With OVS Via Dante, we want to emphasise the evolution of merchandising and the excellent work of our new design team over the last few seasons. The store is contemporary, clean cut and basic looking; bold statements have been left to one side to make sure the spotlight remains on the product itself."

OVS Via Dante is located in a key area that is profoundly "Milanese" yet at the same time, open to a crossover of international consumers, and will have a selection of exclusive garments available in store and on line from 29 May.

The architectural design, which is the work of **Vincenzo De Cotiis | Vincenzo De Cotiis Architects**, brings together new expressive codes and pre-existing features. The cement tile floors, iron shutters and windows on the first floor have been taken back to their original colours in a blend of charming contaminations. Light wood, glass, and metal with sheets of coloured Plexiglas, frame products and furnishing units devised to act as small, free-standing architectural features.

OVS is aiming for its new flagship store to bring in a new approach to clients, broadening dialogue through its **cutting-edge digital shopping experience**: virtual fitting rooms, sales assistants with iPads, multimedia totems, and click&collect service. Inside the store is an OVS Digital Experience corner, complete with Google Enterprise technologies and products.

Customers can use the App to access all the product information they need (size availability, on-line purchasing or pick up from the nearest store in the event of unavailable sizes), they can try on new looks in the virtual fitting room, see themselves in the mirror – front and back, interact with assistants, and take selfies and share them on social networks.

OVS Via Dante is both cutting-edge and high-tech; an experience that offers the real together



with the virtual, in a store that is the very latest evolution of the brand, now destined to the most prestigious city locations.

To celebrate the inauguration, OVS will be supporting the Save the Children Campaign, "Illuminiamo il futuro" [Lighting up the Future] through its "Give with a share" initiative, meaning that the company will donate one euro to Save the Children, for every photo posted with the #OvsViaDante hashtag.

And up to 1 June, the in-store collection fund at OVS will donate a euro for every purchase made by a customer who posts to the ovs.it website, adding the hashtag #OvsViaDante.

#### **OVS**

OVS, Italy's leading fast fashion retailer, with a market share of 4.79%, is a Gruppo Coin company, together with Coin, Upim, IANA, Bernardi and Excelsior Milano. It leads Italy in children's clothing retail and has 592 stores in Italy, plus 133 outside the country. In 2013, OVS posted net sales figures of 953 million euros.

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