

TALLY WEIJL

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With the newly designed Zurich Flagship Store, TALLY WEIJL is heralding a new era!

Zurich, 5th November 2015 – **A new era begins for TALLY WEIJL: With an expanded collection and a new Store concept, the Swiss fashion brand, which is represented in 37 countries with almost 800 Stores and previously focused only on the 12 to 20 year-old customer, now wants to attract also women beyond their twenties. The newly designed and extended Flagship Store on Zurich Bahnhofstrasse 76 is the perfect start to a new era of the Swiss label founded in 1984.**

After six months of renovation and an expansion of the sales area from 200 to now 450 square meters, this Thursday co-founder and creative director Tally Elfassi-Weijl cut the ribbon of the new TALLY WEIJL Flagship Store herself and invited all clients to celebrate the inauguration of the four floors.

No longer only for girls and young women between 12 and 20 years, but also a more mature customer will belong to TALLY WEIJL's client base. "We have done what many companies do when you want to make sure that your "regulars" remain loyal to your brand: We extended the range of products and adapted our performance to it", says Beat Grüning, co-owner and CEO of TALLY WEIJL.

The Zurich Flagship Store is the visualization of this intention - renovated in a nice boutique style, the Store will attract both teenagers and also more mature costumers. "Our loyal young customers will find everything they have always loved - and, as always, for very attractive prices", says Tally Elfassi-Weijl - the managing creative director of TALLY WEIJL who is responsible for the design of the collections. "But even women who previously might never have entered in one of our Stores, may be attracted by the new atmosphere and the extended product line." The concept of the new Flagship Store is simple: the higher the floor level, the fancier the collection and the shopping experience.

The official pre-opening of the Flagship Store took place on the evening of Wednesday, November 4th, in the form of a big party including only specially invited guests and media representatives. Until Saturday, November 6th TALLY WEIJL celebrated the reopening together with their customers, with live DJs



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giveaways and so much more. Then on Monday, November 8th the normal sales routine began. The renewed Flagship Store on Zurich's most famous shopping street, its extended range of products and a collection for women over 20 mark just the beginning. "From this point we will start to rollout the same Store concept in all of our other key locations", says CEO Beat Grüning. "Today starts a new era for our company."

You can download all photos of the VIP Pre-Opening Event and the new Store here:

ftp://ftp.tally-weijl.net/Zurich_TallyHOUSE2015
Username: social_media
Password: TallySocial

About TALLY WEIJL

TALLY WEIJL is a sassy fashion brand and one of the bold players of today's international fashion market. Self-made and family owned, the company went from a small garage in 1984 to a steady-growing business with over 780 stores in 37 countries. With the Design Studio located in Paris' city center and the Service and Support Center based in Basel, TALLY WEIJL breaths an exceptionally international atmosphere.

Visit www.tally-weijl.com to know more.

