

# BIMBA Y LOLA

## FROM SPAIN TO MEXICO! BIMBA Y LOLA INTRODUCES ITS FLAGSHIP STORE IN CIUDAD DE MEXICO AND WILL OPEN SIX NEW STORES IN THE COUNTRY IN 2022

Vigo, 20 May 2022

BIMBA Y LOLA keeps making progress along its international expansion plans and will strengthen its presence in Mexico, where the brand shall open six new stores during 2022, all of them in iconic fashion destinations.

Today, BIMBA Y LOLA is introducing its flagship store in Ciudad de México, which highlights the importance of the city and the Mexican market for the Spanish brand. This new space is located in Avenida Presidente Mazaryk, at Colonia Polanco, presenting a unique creative concept that will combine a brand-new shopping experience, together with the company's showroom and country headquarters.

Mr. Jose Manuel Martinez, CEO, said: *"We are in love with Mexico, a country that has warmly welcomed our brand from the very beginning. It is not only our stores that are growing fast but so do our online channels and the number of followers in our social media platforms. This is why we are so happy to open such a special store, in a superb location, which will much help us to bring our brand and collections closer to all the BIMBA Y LOLA fans in Mexico."*

The Group recorded +31% sales growth in its financial year 2021 and remains fully focused on implementing its strategy to develop BIMBA Y LOLA as an exciting global brand. Its store network comprises of 277 points of sale, covering 21 countries, and its digital channels broaden the presence up to 44 markets in the World.

### For more information:

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