

BIMBA Y LOLA

BIMBA Y LOLA GROWS +51.4% IN THE FIRST HALF OF FINANCIAL YEAR 2021 AND LAUNCHES A BRAND NEW E-SHOP

Vigo, 9 September 2021

BIMBA Y LOLA completed the first half of its financial year 2021 with a +51.4% net sales increase over the same period of the prior year. This was mainly due to the strong recovery of store sales (+80% over 2020) and the consolidation of ecommerce channels, which contributed 23% of total income. As a result, business figures of the first half reached a level already close to those before the pandemic crisis.

The Group stays fully devoted to implementing its strategic plan to develop BIMBA Y LOLA as an exciting global brand. In the last six months, presence was established in new markets in Europe and Latin America, and a new brand e-shop was launched in September, a latest technology platform to present the creative work of the brand teams in a broader and more dynamic way.

On March, the Group also kicked off a restoration project to set up its new headquarters in Vigo. Together with the project to enlarge and automate its distribution center in Mos, already in progress, this investment is instrumental to expand product design, development, production and distribution capabilities. It is also a major step towards digitalization and, most importantly, towards the implementation of BIMBA Y LOLA's sustainable creativity model.