

BIMBA Y LOLA

FROM SPAIN TO GERMANY! BIMBA Y LOLA ARRIVES IN BERLIN

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BIMBA Y LOLA keeps growing internationally with the opening of three stores in landmark locations of Berlin: one shop in Mitte, historical city center and the heart of urban renovation, and two points of sale at the Galeries Lafayette center. The brand thus establishes a new presence in a market, where its digital channel is already successfully operating.

For this launching of the brand in Germany, BIMBA Y LOLA enjoys the collaboration of two avant-garde artists, key characters in the local art and culture scene, who have embraced the brand's spirit and turned it into a unique campaign, which will be shared across all markets along the summer season.

BIMBA Y LOLA is currently present in 17 countries through its stores network, and reaches customers in 32 countries thanks to its online e-shops. The Group remains committed to its global expansion plan and is confident to enter new markets before the end of year 2021.

For more information:

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