

# **BIMBA Y LOLA**

## **BIMBA Y LOLA SURPASSES 100 INTERNATIONAL STORES WITH THE OPENING OF ITS FIRST STORE IN MILAN**

Vigo, 20 December 2018

BIMBA Y LOLA ends year 2018 surpassing 100 points of sale outside Spain. This milestone was reached with the opening of the first store in Milan, located in Via Manzoni, in the heart of the “*Quadrilatero della Moda*” district in the Italian city.

The 2018-2022 strategic plan, approved last July, aims to strengthen brand internationalisation in Europe, Latin America and Asia, as one of the key strategic areas for business development. Since the first openings in Spain and Portugal in 2006, the brand has expanded internationally, arriving to France in 2008, Kuwait and Singapore in 2009, Mexico and the United Kingdom in 2011, Chile and Peru in 2013, Belgium and South Korea in 2015 and Colombia in 2017. In 2018, the brand arrived to Ecuador and Italy, completing 23 international openings between its own stores, franchises and corners.

Today, BIMBA Y LOLA is present in 14 markets and, in its last financial year 2017 (ended on February 28th, 2018), international markets increased their share up to 26% of net sales. Also, to complete the company’s internationalisation, the brand has online sales presence in 32 countries.

Under its strategic plan, brand presence in Europe, Latin America and Asia will be further strengthened. This will involve continuing to expand its current store network of 271 points of sale and the company will make a major expansion effort in the international markets.