

BIMBA Y LOLA

BIMBA Y LOLA OPENS FLAGSHIP STORES IN LONDON AND MIAMI, AND ITS INTERNATIONAL PRESENCE REACHES 50 COUNTRIES

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BIMBA Y LOLA keeps opening brand spaces in iconic fashion destinations like Regent Street, in the heart of London, and Aventura Mall in Miami.

The space in Regent Street opened doors yesterday to become the seventh store of the brand in the city. The store in Aventura Mall, one of the largest shopping centers in the US, will be opening next week, representing the second major step of the brand into the American market.

With these openings, BIMBA Y LOLA sums 290 points of sale in the World and is directly present in 50 countries, considering the reach of its eshops. International markets represent 46% of the Group's sales, which recorded +2% year-on-year growth in the first half of fiscal year 2023, while the digital platforms contribute 17% of the Group's top line.

Beyond progress on expansion, BIMBA Y LOLA keeps developing as a global brand. Last week, it presented its most recent collaboration with designer Palomo Spain on a fashion runway at New York's Fashion Week.

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