

# **BIMBA Y LOLA**

## **BIMBA Y LOLA CONTINUES ITS EXPANSION AND GROWTH IN THE FIRST HALF OF FISCAL YEAR 2024**

Vigo, 16 September 2024

BIMBA Y LOLA maintained its sales growth, with a 3% increase over the previous year, in the first half of its 2024 financial year. The brand also continued to develop its store network, which reached 295 points of sale, and its online operation, already present in 37 countries.

Among the new stores opened, the commitment to having dedicated spaces for the first time in international airports, such as Madrid, Barcelona, Singapore and Mexico City, stood out. Sales from physical stores represented 81% of the Group's turnover and the digital channel delivered the remaining 19%.

Business in Spain grew by 4% in the first half of the year and accounted for 54% of total sales, compared to 46% contributed by the rest of the countries.

Beyond expansion, BIMBA Y LOLA has just launched its second collaboration with designer Palomo Spain, again at the New York Fashion Week, and is about to complete the project to restore the building and land that will become its new headquarters in Vigo.

### **For more information:**

**Garbiñe Plazas / Estudio de Comunicación**

[gplazas@estudiodecomunicacion.com](mailto:gplazas@estudiodecomunicacion.com) / T. +34 626 26 99 67

**BIMBA Y LOLA Corporate Communications**

[prensa@bimbaylola.com](mailto:prensa@bimbaylola.com) / T. +34 986 288 401

**BIMBA Y LOLA Corporate Website**

[www.byl.studio](http://www.byl.studio)