

# BIMBA Y LOLA

## **BIMBA Y LOLA MOVES TO ITS NEW HEADQUARTERS, OPENS ITS 300<sup>th</sup> STORE AND IS ABOUT TO REACH 3.5 MILLION FOLLOWERS**

Vigo, 19 November 2024

About to start its 20th anniversary in 2025, BIMBA Y LOLA is reaching three milestones on key fronts of its development and growth project.

At the brand level, the Galician firm already has almost two million followers on Instagram and more than one and a half million on other platforms, for a total of almost 3.5 million followers on social networks.

In terms of expansion, its network of stores has exceeded 300 points of sale worldwide, following the first opening in Paraguay. By the end of the year, the international network in countries in Europe, Latin America, North America and Asia will account for more than half of the brand's stores, which, together with the operation of the online store, will expand its presence to a total of 55 countries.

And at group level, after having recently completed the automation of its logistics centre in Mos, BIMBA Y LOLA has this week entered the final phase to move its headquarters to a new location in Vigo, a fully restored building from 1965, with a restored natural environment. This new centre brings together the more than three hundred people from the brand's central offices who, together with the one hundred and fifty from the logistics centre, make up a young and predominantly female workforce.

Following a renovation project lasting more than two years, the industrial building and the surrounding grounds, which originally housed a car dealership and garage at number 133 of Avenida de Madrid, have been transformed into the new headquarters of the fashion company. True to its Creative Collective philosophy, BIMBA Y LOLA has collaborated with the Vigo architecture studio Villacé y Cominges, the Portuguese architect Emanuel de Sousa, the Páramo Alonso Technical Architecture, the SANJOSE Construction Company, and the landscaping studio of María Medina and Gregorio Marañón, to create a space fully aligned with the values of the brand, with a unique architectural character and a sustainable concept that has obtained the BREEAM building sustainability certification, with an Excellent classification.

Uxía Domínguez, founder with her sister María and president of BIMBA Y LOLA, said that *"Bringing our teams together in this space is a dream come true after a lot of effort, as well as a big step towards continuing to grow as a project for the future. We are moving here, taking with us many good memories and with all our gratitude for the stage completed in Mos, while also excited about the opportunities that the new facilities offer us. We are also enormously grateful to*

*all those who have made this project possible and to the city of Vigo, which has supported Bimba y Lola since we started 19 years ago.*

*We have also reached the figure of 300 stores in the world, another important step in the development of our brand that we want to celebrate together with our clients, partners and team of professionals.”*

**For more information:**

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