



Press Release | Hamburg 10. 07. 2012

### CAMPIONE with mono stores to continue gaining ground

The Hamburg lifestyle provider with its' maritime collections LISA CAMPIONE CLAUDIO CAMPIONE made in 2011 a turnover of 24.4 million euros in sales. More than half of which were realized through exports. The main international markets are the Benelux countries, Scandinavia, Poland and the CIS. But the Chinese market is very positive.

A key factor for the CAMPIONE growth both nationally and internationally are the partner stores. Recent openings occurred a few days ago in Mikolajki / Poland and Shanghai / China.

„Mikolajki located in eastern Poland in the heart of the Masurian Lake District and is an extremely popular tourist destination. The Campione store is located right on the Promenade in a prime location. The store displays to 80 square meters, the womenswear and menswear collections LISA CAMPIONE and CLAUDIO CAMPIONE. „The elegant look of our new store construction underlines the exclusive maritime core brand and makes a perfect presentation of product lines,“ said Jochen Leppien, Managing Director at CAMPIONE in Hamburg.

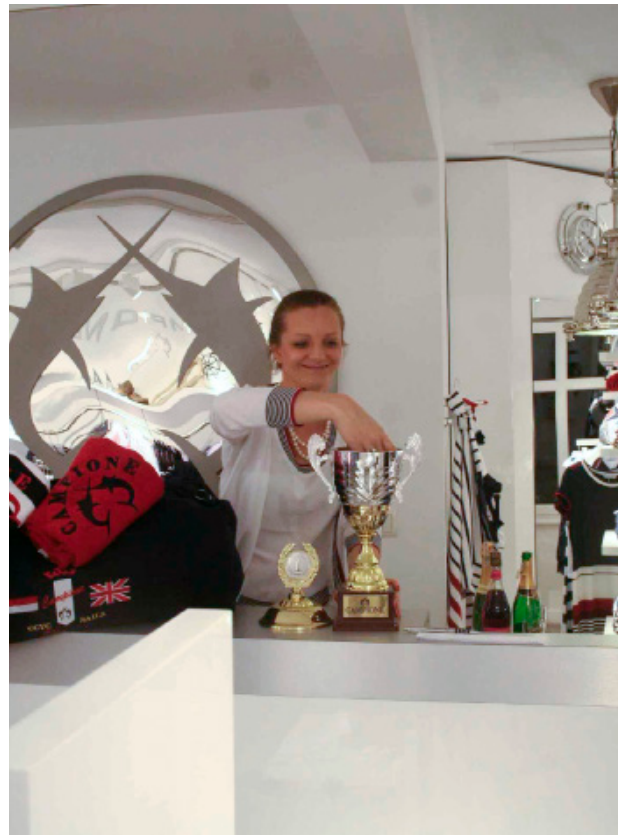
The 7th Store in China opened in Shanghai at the Oriental Shopping Center. On 60 square meters CAMPIONE exclusively sells menswear collection. In the coming weeks, further openings will follow in Jinan Inzone Shopping Center and Tianzin Yanbao in shopping centers. Further openings are planned. All stores are operated by the same Chinese partner, the Monarch Garments.

Even in Germany there is a further concrete plan for a CAMPIONE Store. Leppien: „In the fall we open a store with our partners Wesemann on Sylt, Westerland.

There we have then the largest store of 150 square meters at the ‚Strandpassage‘ with LISA CAMPIONE and CLAUDIO CAMPIONE and are looking forward to the project, but of course on sales.

For Petra Wesemann CAMPIONE Sylt is this the third store, after the stores in Grömitz ( Ostsee ) with CLAUDIO CAMPIONE and LISA CAMPIONE. The success of existing stores is the best motivator.

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Store Mikolajki | Views 1 to 3