



CAMPIONE

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CAMPIONE with flagship store on Sylt

With the opening of a flagship store on the island of Sylt in december finished the Hamburg lifestyle provider a successful 2012 In addition to the Store in Sylt / Westerland CAMPIONE has internationally opened 6 more stores and therefore increase the number of mono stores now to 25.

„The project in Sylt for us, was a major event in 2012. Here we opened with 150 square meters net sales area the biggest CAMPIONE Store. With LISA CAMPIONE and CLAUDIO CAMPIONE we present our womenswear and menswear collections. Befor Christmas, but especially over the New Year we have had a perfect start with our franchise partners. The first few days of sale have exceeded all expectations.„, explains Jochen Leppien as managing director of CAMPIONE.

Franchisee of the store of Sylt again is Petra Wesemann, which already operates CAMPIONE stores in Grömitz on the Baltic and has now found her way to the island.„Sylt is a dream for us. Here we spend our vacations for years. When the chance for a CAMPIONE Store appeared we did not hesitate for a second.„, reports the franchise partner.

The shop is in the beach road, near the promenade, in a very good location. CAMPIONE and store operators have invested heavily in the object. Wall, floor, ceiling, light appear after a gutting of the former business in a new light. Maritime details whether portholes in cockpit doors, ropes, beach wood look provide a pleasant atmosphere. A highlight is a boat modeled after a checkout counter.„The quality Shopfitting underscores the exclusive maritime-core brand CAMPIONE and the opportunity for the perfect presentation of our product lines.„Says Jochen Leppien.

2012 was a successful year for CAMPIONE. In China, Poland and the Middle East 6 more stores were added. So we could build on the positive developments of 2011 and increase the number of mono stores to a total of twenty-fifth. Even with the financial performance we are satisfied. „2012 the growth curve is a little lower than 2011, as we had losses in Southern Europe due to the euro crisis. We were still able to increase about 5.0% to 25.2 million euros.„said Leppien.



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