



VERSACE TO OPEN TWO NEW FLAGSHIP BOUTIQUES IN PARIS AND LONDON

Versace will open new flagship stores in two of the fashion industry's most important cities: Paris and London. Following the design concept of renowned architect Gwenael Nicolas, the stores capture the brand's powerful vision for the future, while staying true to Versace's instantly recognizable design aesthetic.

"We are excited to add second stores in Paris and London to our boutique portfolio as we continue to expand and elevate our global retail network."

Jonathan Akeroyd, CEO

Located on the rue Saint-Honoré, the Paris boutique spans 8,428 square feet throughout three floors and will present a full offer of ready-to-wear and accessories for both men and women. Gwenael Nicolas has tailored his concept specifically to the Paris space, depicting iconic house codes in a clean and contemporary way that perfectly fits the location.

The London store will open its doors on New Bond Street and covers an area of 7,244 square feet. Again, the boutique will offer a full selection of men's and women's ready-to-wear and accessories immaculately displayed over three floors.

"We are opening two new flagships in cities I love so much. Paris is at the heart of Europe, I admire it for its beauty, its art and unrivalled history of couture. London is the most diverse city in the world. It never stops pushing forward and breaking the rules. I am always inspired by its fearless eccentricity and culture that's always so alive with new music and new trends."

Donatella Versace, Chief Creative Officer

The LEED Gold certified spaces have been created with the highest sustainability standards in mind, from the choice of materials used to the flexibility and management of the stores. A holistic approach has been applied to the selection of resources with the highest environmental and transparency standards met for the entire life of all parts of the boutiques.

Both stores will open their doors in Fall 2020.