

## **PRESS RELEASE**

### **CHARLES VÖGELE THANKS PENELOPE AND MONICA CRUZ FOR GETTING PEOPLE TALKING ABOUT THE BRAND AGAIN**

Pfäffikon SZ, 22 February 2012 – Penélope and Mónica Cruz have worked as Charles Vögele’s brand ambassadors since April 2010. The two sisters designed their own collections for Charles Vögele under the Biaggini Violet label. Now Charles Vögele and Penélope and Mónica are going their separate ways. Their final collection will be available in selected stores in May. CEO Frank Beeck explains: “Penélope and Mónica Cruz have got people talking about the Charles Vögele brand again. The collections have been successful but we now have to concentrate all of our resources on the implementation of the new brand strategy.”

Last November the company announced it would be focusing on the strong overall Charles Vögele brand, and dropping the separate Casa Blanca, Biaggini and Kingfield brands. From 2013 all collections will be run under the Charles Vögele brand, though a range of different clothing styles will still be offered under this umbrella brand. The different styles will be distinguished by the way they are presented in stores. Frank Beeck: “The one-brand strategy allows us to concentrate all our activities on a single brand. This in turn enables us to make our organization leaner and more efficient.”

Charles Vögele Group is one of Europe’s leading vertical fashion retailers. It offers the latest fashions at great prices to people in the prime of their lives who want to feel good. With attractively presented goods, combined with friendly, knowledgeable advice, it creates a relaxed and enjoyable shopping experience. Charles Vögele has 815 outlets in ten countries: Switzerland, Liechtenstein, Germany, the Netherlands, Belgium, Austria, Slovenia, Poland, Hungary and the Czech Republic. In 2010 the Group and its approximately 8000 employees generated gross sales of more than CHF 1.4 billion. Charles Vögele Holding AG’s shares are quoted on the SIX Swiss Exchange (securities number: 693 777).

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