

PRESS RELEASE



GAS LAUNCHES IN THE NETHERLANDS WITH A STORE IN VENLO

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Next Wednesday 24th of July GAS, the Italian denim wear and lifestyle brand, will inaugurate in the center of Venlo its first monobrand store of in the Country

The retail segment development project is of primary importance to GAS. To give this project a further boost, a **new retail concept** has been created which will now make its debut in **The Netherlands**, one of the most strategic markets for the international expansion of the Brand, with a focus in the north of Europe.

The new GAS store will feature 80 m² located in **Klaasstraat 35**, in the heart of Venlo, the hystoric town in the southeastern Netherlands, next to the German border. It will be a perfect representation of the brand, its collections and the lines that complement the GAS total look for men's and women's. Underwear, footwear, accessories and bags will be integrated in a common space that transmits the values of the brand: freshness, innovation and maximum care in the details, quality materials and craftsmanship.

Venlo's store will be highly representative of GAS' new retail concept: a versatile, flexible project, easily adaptable to different spaces and with a great display potential, designed in accordance with the latest aesthetic canons. A perfect blend of natural materials and innovative technology, GAS' new retail concept pairs leather seating, glass and Italian walnut display units and mill scale metal structures. An iconic element, the denim wall, which combines the solidity of concrete with lightness and a supple semicircular shape made possible by the use of advanced building technology, will form the background to the brand's core business, highlighting its authentic look and strong character. A welcoming, intimate atmosphere is given by the use of a deep shade of blue, the GAS color par excellence.

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Future development of GAS' global retail distribution, beside European markets, will focus on emerging countries such as China, India and Russia, and in Japan. Preference will be given to high footfall locations in bigger urban areas and most important shopping malls.

Claudio Grotto, Founding Chairman of the company, says *"Strengthening our presence in markets with high potential such as India and China is certainly a very exciting challenge. However, I believe that with the quality of our product, the fact that it is always fresh and new, and the exceptional "value for money" we are committed to guaranteeing, there are also great opportunities in more mature, highly competitive markets such as those in Europe."*

Grotto S.p.A. designs, produces and distributes collections of clothing, footwear and accessories with the GAS brand for men, women and children. The company was launched at the beginning of the Seventies out of the passion and creativity of Claudio Grotto, the company's President and Founder, in Chiuppano (Vicenza), in the heart of North-East Italy. GAS's core business is denim, the element around which quality products revolve, products that meet the needs of the intelligent, aware, international, cosmopolitan consumer. Contemporary clothing that goes beyond the fashions of the moment to express the wearer's individuality on all occasions. Today, Grotto S.p.A. is an international company, determined to further expand its presence abroad, particularly in Europe and the Far East. The company implements a strong Vertical Retail strategy on a global basis.

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