

NEW STORE OPENINGS IN 2016

Four new stores for Teddy Corporate Group in France: Terranova and Calliope opening in Toulouse and Angers

Rimini, Paris, November 23rd 2015 – Teddy Corporate Group makes an important step for forward in its development **announcing the opening of four new stores in France, in the cities of Toulouse and Angers, with new Terranova and Calliope flagships**. The stores will open in two shopping centres managed by the Mercialys, the French company owning 59 shopping centres.

The Italian glamour of Calliope makes its debut on the French market while Terranova confirms its presence after opening its first point of sale in Bordeaux in 2013. Calliope is the only Italian low-cost brand offering a glamorous taste for modern, balanced and stylish clothing. On its side, Terranova keyword is *easy* in order to mark a brand suitable to anyone who wants to live fashion happily every day.

Thanks to the opening of the four stores in France, year 2015 at Teddy Corporate Group becomes increasingly more precious, as it has already been rich in events for the low-cost brands of the Corporate Group as 2015: we still remember the great openings of the Terranova and Calliope flagships in Milan Via Torino in June, Terranova flagship in the city centre of Vienna on October 30th and the two stores to be opened soon in Hanoi, Vietnam.

Mercialys is pleased to partner with a growing group and to prove its ability to attract international brands in its centres.

Terranova and Calliope in Toulouse

The stores in Toulouse will be located inside the new premises of *Espace Fenouillet* shopping centre, whose extension works started at the beginning of November. Terranova store will cover a sales area of more than 1,100 sq. m. while Calliope store will cover a sales area of more than 650 sq. m.

Terranova and Calliope in Angers

The stores in Angers will be located inside *Espace Anjou* shopping centre. Terranova store will cover a sales area of more than 1,000 sq. m. while Calliope store will cover a sales area of more than 600 sq. m.

“These openings are just another important step forward in our development in the French market and in our development strategy on a global basis, whose aim is to combine frontier markets such as Mongolia or Vietnam, where we’re opening soon, and the European Union markets such as Austria and France. The opening of these stores will not be our last expansion move on the French market: we will go on developing our network in the coming years with both directly managed stores and franchised partners. We are happy to offer French customers our brands and to expand our presence on the French market thanks to a key partner such as Mercialys”, says Pierluigi Marinelli, General Manager Real-Estate, Management & Development.

“IDOINE and SMART RETAIL (Sabine PARAGON) are very proud to accompany TEDDY’s Group in France. These new signatures together with TERRANOVA and CALLIOPE in Toulouse and Angers allow the group to continue the expansion in the French market and to launch its development especially in shopping centres”, explains Thierry Renard, president of Idoine, consultant for Teddy Corporate Group.

This press release is available on www.mercialys.com

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TEDDY CORPORATE GROUP

Teddy Corporate Group is a company ready to compete in the world fast fashion market thanks to its consolidated sales exceeding half a billion Euros (550 million euros, 2014 data). The corporate group, which sells Rinascimento wholesale brand in addition to Terranova and Calliope, also operates in 48 countries in the world through its retail sales network (flagships) and wholesale network. Teddy was founded in 1961 in Rimini and has been pursuing its dream for over 50 years, the dream of building “a large and global company that earns enough much money to have the means to expand it, to give job and to use a part of the net profits every year to help weaker people thanks to charities operating in Italy and abroad” (Vittorio Tadei, founder of Teddy Corporate Group).

TERRANOVA

The brand was created in 1988 and is one of the most important European low-cost brands of young and urban fashion, with 462 points of sale in 34 countries. The stores are managed both directly by the company (flagships) or using the franchising format ‘on a sale-or-return basis’. Terranova ‘everyday’ fashion style stands out for its accessible and always fresh image, simple and cool at the same time. Terranova experience is based on three key concepts: easy to wear, with a product that fits everyone; easy to buy, thanks to its very affordable price; and easy to live, thanks to the feeling of freedom and freshness you can breathe at any Terranova point of sale. Terranova offers menswear, womenswear, kidswear and underwear collections.

CALLIOPE

After being launched in 2005, Calliope has immediately met with great success in the low-cost clothing market. The brand glamorous style is the key point of its own image. The distinctive feature of Calliope product and its points of sale, both flagships and franchised ones, is its well-balanced, modern glamour, with a ‘stylish’ touch. Calliope garments position themselves as trendy, modern products, but at the same time affordable thus featuring the right balance between what is fashionable and basic. The result is a product designed for men and women who want to feel naturally glamorous every day. At the end of 2014 Calliope opened 88 points of sale in 19 countries. Calliope offers menswear, womenswear and accessories collections.

About Mercialys

Mercialys, one of France’s leading real estate companies, owns, manages and is constantly transforming a portfolio of 59 shopping centers throughout France. Through their proximity, human scale, innovative features and local engagement, the centers represent a different way of looking at retail, with agility and pragmatism, creating value for all the stakeholders involved.