



*Easton Town Center - Columbus, Ohio*

### **CHIC ITALIAN LINGERIE**

#### **Store Concept**

The 2,100 square foot store at Easton Town Center opened in October 2005 and is the only freestanding Intimissimi store in the U.S. It consists of clean simple lines, tall ceilings and a white on white color scheme. The floor and wall fixtures were designed and produced in Italy, enhanced by touches of signature Victoria's Secret glamour in the mirrored display chairs and script framing each merchandise cabinet. The storefront design, canopies and signage reinforces the branding through the addition of the word "Italy" to the logo.

#### **In Store**

Every customer at Easton's Intimissimi receives a lesson in Italian. Associates warmly introduce shoppers to the store and the brand, ensuring that everyone understands this is *the* place for sexy, glamorous and fun Italian lingerie. The layout and décor evoke the feeling of shopping through a streetside European boutique. Fashion and basic collections are easily identifiable through the product organization in cabinets and on fixtures and tables. Superior, individualized service and product knowledge are provided to all customers.

#### **About Intimissimi**

Made for the young, hip 20-25 year old female, Intimissimi is sexy, flirty, refined, and focuses more on fashion lingerie rather than everyday pieces. The exclusive collection offers a complete assortment of fashionable bras, panties, tops and sleepwear in unique designs, ground-breaking fabrics, a wide array of colors and a distinct Italian flair- at decidedly interesting price points.

Intimissimi, founded in 1996, is considered the premier specialty lingerie brand in Italy. It operates over 800 stores in southern and Eastern Europe in a combination of company-owned stores and mostly franchised stores.