

# Bally announces evolving travel retail network in Asia



Bally is expanding in key travel retail locations in China

Swiss luxury brand Bally is strengthening and expanding its travel retail network as well as delivering on a strong brand message.

This expansion has been led by the openings of flagship stores in China and Milan, the Spring/Summer 2020 collection presentation during Milan Fashion Week and confirming its commitment to a long-term mountain preservation initiative, which launched with Peak Outlook in July.

Notable developments across travel retail in key locations in China include Shanghai Hongqiao and Pudong Domestic and International airports, Beijing Daxing Domestic and International, Beijing T3 International and Guangzhou

International and Domestic.

In Beijing, Bally's first flagship situated in the luxury wing of the renowned China World Mall, solidifying the brand commitment in the mainland, where Bally first entered in the 1980s and now boasts a retail network of 50 stores.

In Europe, the Swiss flagship at Zurich Airport will be renovated, while in France, Bally will open a store in La Samaritaine, Paris, in Q1.

Furthermore, Bally's dynamic new flagship in Milan, also known as Bally Haus, and situated on the prestigious intersection of Via Montenapoleone and Via Manzoni, confirms Bally's direct business invested within Europe.



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This year, Bally has secured monobrand locations in the world's leading airports and downtown duty free malls, citing strong partnerships and collaborations established with the world's top travel retail operators, and adding exclusive experimental touch points that reflect this.

Highlights include the brand's positioning within Hong Kong International Airport, which opened in August and boasts a "revolutionary" store concept for Bally, including interactive LED screens, where customers may visualize and mix-and-match their product, offering a unique experience and the first of its kind for Bally stores worldwide.

Pop-up concepts have also been tested and invested in, most prominently in the temporary store concept at Haitang Bay in Sanya, where a new storytelling pop-up concept inspired by Bally's heritage and the Autumn/Winter 2019 campaign, the Journey to Switzerland, delivered a strong brand message throughout Golden Week in October.

Alongside its key landmarks, Bally has launched exclusive capsule collections to deliver special products to its global customer base. There is a new focus on developing an exclusive travel retail capsule and enforcing travel retail as a special shopping destination.

The latest openings add to Bally's already strong global distribution footprint, which spans across 66 countries, with 311 retail stores and 500 multi-brand points of sale and e-commerce channels serving 34 countries.

"Together, these new doors and concepts, in key locations and in collaboration with the most prominent partners, solidify Bally's position as one of the largest networks among luxury fashion brands in the travel retail sphere," the company said.