

New HANRO Store in Gstaad (Switzerland)

On March 03, 2017 HANRO is opening a new store in Swiss luxury skiing resort Gstaad. It is also the first own standalone store of HANRO in Switzerland ever.

HANRO, one of the internationally leading producers of luxurious lingerie, nightwear and loungewear, just opened its very first Swiss monobrand stand-alone store in the prestigious village of Gstaad beginning of March. This **internationally renowned premium holiday and winter sports destination** has been attracting distinguished visitors from all over the world for more than 100 years. **Royals, movie stars and celebrities** known from the world of film, art, sports and business. Madonna, Sophia Loren, Roger Moore, John Travolta, Roger Federer and Bernie Ecclestone are regular guests or even have their homes in Gstaad.

The new HANRO Store is situated in a **prime location in the center** of the elegant village, right next to the ATP Swiss Open Tennis Arena, and close to the boutiques of luxury brands such as Brunello Cucinelli, Louis Vuitton and Hermès.

The new boutique is 80 sqm in size and offers a **comprehensive selection of lingerie, nightwear and loungewear for women and men** from HANRO's basic and trend collections.



HANRO Store Gstaad, Güterstrasse 2, CH-3780 Gstaad, Switzerland

Gstaad is the ninth standalone monobrand store of HANRO worldwide. HANRO stores can also be found in New York, London, Rome, Amsterdam, Vienna, Munich, Graz and Beijing.



Stephan Hohmann, CEO of HANRO, comments on the opening of the store:

„The origin of HANRO is in Switzerland. Ever since the foundation in the Swiss town Liestal in 1884, Switzerland has been one of our most important markets. So it is a real pleasure to be able to finally open our very first own standalone store in Switzerland with this new boutique in Gstaad. The exclusive destination of Gstaad is the perfect choice for us: the unique reputation, the special charm of the village with its understated luxury atmosphere, and the first-class international clients were the reasons to go for Gstaad as a new HANRO location.“



HANRO products can be found all over the world in almost 50 countries at the most exclusive shops and department stores, including Harrods, Saks Fifth Avenue, Bon Marché Paris, and many more.

COMPANY INFORMATION:

HANRO of Switzerland – Pure luxury on skin! HANRO is an international luxury brand for lingerie, daywear, nightwear and loungewear for ladies and men. Ever since it was founded in 1884 by Albert Handschin and Carl Ronus in Switzerland, the company has stood for Understated Luxury, natural elegance, and garments which are a pleasure and comfort to wear. HANRO products are marked by highest quality standards and excellent craftsmanship. The careful development of unique materials from natural fibers, ingenious designs and decades of tradition, combined with technical innovations, are what make HANRO such a distinctive brand. HANRO products are produced almost exclusively within Europe. In 1991, HANRO joined the Austrian Huber Group. Today, HANRO can be found at the most exclusive stores in almost 50 countries. www.hanro.com

PR CONTACT:

Nina Rehmann | HANRO International GmbH | +43 5523-505-6735 | press@hanro.com