



ELISABETTA FRANCHI

ELISABETTA FRANCHI OPENS A NEW SINGLE BRAND BOUTIQUE IN MINSK

Milan, March 23rd 2018 – The Belarus capital of Minsk is the location of the new boutique opened in the splendid Crowne Plaza, marking an important step forward in the development of the ELISABETTA FRANCHI brand in Eastern Europe. The opening is part of a programme of expansion into the post-Soviet states and reconfirms the brand's objective of strengthening its presence in this area.

The boutique lies in a district of the city noted for its artistic and commercial importance. The location was selected not only to capture the attention of tourists, but also to consolidate the brand awareness among the local clientele who knows and appreciates the ELISABETTA FRANCHI taste.

Across its 120 sq. m layout, the boutique maintains an appearance in keeping with the brand's aesthetics characterised by an elegant, sophisticated design and a feminine ambiance reflecting the style of ELISABETTA FRANCHI.