



ELISABETTA FRANCHI

## **ELISABETTA FRANCHI OPENS IN ATHENS**

Milan, 17th April 2018 – In the splendid capital of Athens, an Elisabetta Franchi store has opened inside the multi-brand boutique, Eponymo. The move goes to confirm the intentions of the Italian brand to expand into the Greek market and continue the collaboration with Gruppo Pagoni, a distributor of proven experience. This new opening represents a first step on the projects aimed to expand the brand presence on the dedicated area inside the multi-brand.

The store is located in the majestic setting of Golden Hall, the major shopping center in Athens, a perfect location for the brand as it is one of the main points of the local shopping. Stretching across 41,000 m<sup>2</sup>, this mall is situated on one of the main avenues of the city, Kifisias Street, in proximity to the business district, situated in one of the most relevant part of the city from the historical and cultural point of view.

Created as a shop-in-shop measuring 90 m<sup>2</sup>, the boutique maintains a look in step with the aesthetics of the brand. The sophisticated design and the elegance of its decors contribute to create an atmosphere which makes the customers enter the world of ELISABETTA FRANCHI, expression of refinement and femininity, very appreciated by the Greek clientele.