

Press release

Calliope launches Calliope Kids.

Customers will shop the new kidswear line in over 40 stores, in Italy, abroad and online.

Rimini, 21 February 2019 - Calliope, one of the brands of Gruppo Teddy, develops further its commercial offering with the launch of a new kidswear line, for boys and girls aged between 3 and 14+.

Calliope Kids is characterized by a cheerful, "smart-cool", fresh, easy-going style, marked by a truly Italian taste and with an original touch given by the use of new fabrics and new printing techniques. Calliope customers may enjoy the new clothing line on different occasions: leisure time, school and special occasions.

"We want our brand to go on transforming itself in order to meet the needs of those customers who already love and choose Calliope, offering them a clothing line for their kids, as well as to attract new customers. Thanks to this new clothing line we can offer our customers an increasingly more perfect shopping experience, marked by the motto 'Live the beauty' " says Cristiana Tadei, Calliope brand manager.

Calliope Kids, which was designed by a new, young team, will be launched in March 2019 in more than 40 stores in Italy, such as in Rome, Alessandria, Pesaro, Reggio Emilia and Mantua, and abroad in Czech Republic, the Philippines, Slovakia, Russia, Saudi Arabia, Serbia, Greece and on our online store. The space dedicated to the Kidswear collection in the store is in perfect harmony with Calliope concept store and is fused with the other elements in the point of sale without discontinuity: a special, comfortable space resembling the playroom of a girl and a boy. On next March 2nd, in 18 Italian stores a party will be held for all the children who will pop in to see the new Kidswear space.

Calliope is a brand constantly transforming and developing itself. Since 2015, when the brand celebrated its 10th birthday, Calliope launched a new concept store and its own loyalty program, Glam (Card 2015), its own online shopping platform (2017) and underwear clothing line (2018).

"For our corporate group, Calliope is one of the brands through which we want to boost our development, both in terms of number of stores and franchisees. With the new clothing line, the brand becomes increasingly more attractive and interesting, offering a wide-ranging image and business opportunities for both investors and the entire real estate sector, extending the ideal net sales surface of

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Calliope stores up to 500-750 square metres”, says Teddy development head manager Pierluigi Marinelli.

TEDDY GROUP

Gruppo Teddy is a company competing in the world fast fashion market with consolidated sales exceeding half a billion Euros (642 million euros, last update 2017). In addition to Terranova and Calliope retail brands, the corporate group also sells Rinascimento and Miss Miss brands and operates in 50 countries in the world through its retail sales network (flagships) and wholesale network. Teddy was founded in 1961 in Rimini and has been pursuing its Dream for over 50 years, the dream of building “a large and global company that earns enough money to have the means to expand it, to create jobs and to use a part of the net profits to help charities operating in Italy and abroad” (Vittorio Tadei, founder of Gruppo Teddy)

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