

## Press Release

### TEDDY GROUP: TERRANOVA LAUNCHES THE NEW RIVIERA 2.0 CONCEPT STORE

The Teddy Group brand unveils a retail environment designed to inspire, engage, and connect—true to the free and positive spirit of the Rimini Riviera.

Customer experience and engagement take center stage, enhanced by immersive LED walls. A natural integration of physical and digital simplifies and enriches the shopping journey.

Following its debut in Arese, the new concept will expand to over 20 stores across 10 countries by the end of 2025.

**Rimini, 12th May 2025** – Terranova, the youthful and contemporary fashion brand of the Teddy Group, has introduced its new concept store, **Riviera 2.0**.

This innovative format, developed by the company **Store-Lab**, is born from a desire to evolve Terranova's historical identity by going back to **its roots on the Rimini Riviera** and reinterpreting its **original pop spirit** in a fresh and vibrant way. The concept is built on the belief that every individual is unique, and Terranova aims to celebrate this through various moments of connection.

The goal is to create **an immersive and positive experience**, transforming the store into a place of **inspiration, welcoming approach, and emotion**—moving beyond the traditional retail space to deliver a truly engaging customer journey.

After its first opening at “Il Centro” shopping mall in Arese, the new format will roll out to **more than 20 stores across 10 countries** by the end of 2025.

Riviera 2.0 stands out with its dynamic environment that blends energy, hospitality, and identity—drawing inspiration from the Romagna Riviera and its free, optimistic spirit. Stores featuring this format offer the **full Terranova collection**, including women's, men's, and kids' lines, along with underwear and accessories.

The store design evokes the warmth and spontaneity of the local area, using natural materials, warm lighting, and installations that convey a sense of lightness and movement.

**A luminous “CIAO” sign** at the entrance welcomes visitors, symbolizing inclusivity and positivity.

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A central feature of the concept is the **“beach runway,”** which guides the shopping experience with the same freedom as a seaside stroll. The use of natural wood echoes beach structures and the warmth of the coast.

Even the fitting rooms are designed to offer a practical and welcoming experience—simple, functional, and relaxed—characterized by striped curtains reminiscent of Romagna's beach clubs, adding a touch of authenticity and charm.

Reinforcing the brand's commitment to a better future is **Terry**, the mascot and ambassador of the **Everyone Can** program—Teddy Group's strategic sustainability plan aimed at creating a positive impact on people and the planet.

*“To support our growth, we must stay aligned with market developments, remaining attractive and innovative to our customers. **Our roots and values** are distinctive elements that we want to highlight globally through this new format, while also embracing the most modern tools for customer engagement,”* says **Luca Binci**, Development Director at Teddy.

*“**Inspiring and engaging** in a **contemporary environment** are the guiding principles of our new format. Customer relationships are fundamental to us, and this evolution provides a new dimension to how we connect with them. We also aim to strengthen our omnichannel strategy to maintain customer trust and relevance at every touchpoint,”* adds **Roberto Fantoni**, Creative Director of Terranova.

In **Riviera 2.0** stores, the omnichannel approach is seamless, **blending physical and digital experiences**. Spaces are designed to encourage spontaneous social content creation.

**Digital Sales Assistants** equipped with tablets provide personalized service, enabling barrier-free access to the full product range, Click & Collect services, and easy in-store returns.

A key highlight of the new concept is the **immersive LED walls**, which transform the store into a dynamic and storytelling-rich environment.

With ever-changing visuals, colors, and imagery, the LED walls bring the world of Terranova to life, continuously refreshing the store atmosphere and making the shopping experience vibrant and engaging.

## TEDDY GROUP

Teddy Group is a global player in the fashion retail industry with a consolidated revenue exceeding €672 million (as of 2023).

The Group markets the brands **Terranova**, **Calliope**, **Rinascimento**, and **QB24**, operating through both retail (mono-brand stores) and wholesale channels in 80 countries worldwide.

Founded in Rimini in 1961, the Group has pursued for over 60 years the dream of “building a great company that earns a lot to create jobs and allocate part of its profits to social initiatives, both in Italy and abroad” (Vittorio Tadei, founder of Teddy Group).

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