

# PRESS RELEASE



In Signes (France) on 22<sup>nd</sup> of June

## **2015: The network of American Vintage stores is growing**

*We will be opening new stores in 2015! Locations include Valencia, Berlin, Avignon, Barcelona Illa, Knokke, Brussels Uccle, Singapore, Palma de Majorque, Amsterdam et Puerto Banus (Marbella, Spain). The American Vintage network is expanding in Europe and Asia!*

American Vintage has **grown rapidly** since 2007, with increasingly sophisticated collections in terms of colors and materials. Success has been breathtakingly quick in coming, and the brand now has **over 90 retail stores throughout the world**, including locations in Paris, Tel Aviv, Dubai and Hong Kong.

You can tell some of these new stores are different because of their new concept of architecture and decoration. This is the case of Valencia store, Berlin store and Knokke store (Belgium) where the decoration is structured around cork modules and storage units.

American Vintage stores are characterized by slender structures and a modern design, in a nod to the understated lines of the American Vintage collections. This new architectural concept brings together modernity and neat design so as to present all our items to visitors, while separating them into their various departments: men's, women's and leather goods/accessories. We have worked on the lighting to give each area its own special atmosphere. Furniture has been selected and adapted for each of the products, like the "T-shirt bar", which has been redesigned to highlight the specific product identity. The layout and furnishings boast complementary and balanced materials that are designed to showcase the collection and the basics, which are our brand's DNA.

The atmosphere draws visitors into the "Essentialist" atmosphere, the brand's poetic heart.

These projects emphasize the ambitions of American Vintage, and set our brand on a path to international influence.



**VALENCE**



**BERLIN**



**KNOKKE**

*COMING SOON...*

**FRANCE:** Four store openings are planned for this summer, starting with Paris La Défense on next 24<sup>th</sup> of June, followed by Paris Rue du Temple on 18<sup>th</sup> of July, Annecy on 14<sup>th</sup> of August and finally Cagnes sur mer on 29<sup>th</sup> of August.

**GERMANY:** Our next international store opening is planned in Hamburg on 27<sup>th</sup> of June.

**Find our new stores**

**AMV Avignon**  
22 rue Saint Agricola  
84000 AVIGNON

**AMV Annecy**  
C.C courrier  
65 avenue de Carnot  
74000 Annecy

**AMV Cagnes sur mer**  
Polygone riviera  
06800 Cagnes sur mer

**AMV La Défense**  
Centre commercial  
Les Quatre Temps  
15 Parvis de la  
Défense, 92092 Paris

**AMV Valencia**  
22 calle Jorge Juan  
46000 VALENCIA

**AMV Barcelona Illa**  
Centro Comercial Illa  
Avinguda Diagonal  
557  
08029 BARCELONA

**AMV Palma de Mallorca**  
Calle San Nicolas 12  
07001 Palma de Mallorca

**AMV Madrid Claudio**  
Callehermosilla 16  
28001 Madrid

**AMV Puerto Banus**  
Ramon Areces Marina  
Banus edificio 2,  
Local 16C  
29666MARBELLA

**AMV Berlin**  
Bikini Mall Budapester  
StraBe 38-50  
10787 BERLIN

**AMV Hambourg**  
Bleichenbrücke 10  
20354 Hambourg

**AMV Knokke**  
ResitentieCharl'sAlber  
plein  
17-18  
8300 Knokke-Heist

**AMV Bruxelles Uccle**  
966 chaussée de  
Waterloo  
1180 Uccle

**AMV Amsterdam**  
Leidsestraat 20  
1016 Amsterdam

**AMV Singapour**  
Takashimaya  
Orchad road 391  
238873 Singapore