

# SMCP

sandro maje claudie pierlot



Press release - Paris, November 26<sup>th</sup> 2018

## SMCP opens its first stores in Mexico

The Group opens its first two free-standing stores in Mexico City for Sandro and Maje in the prestigious Artz Pedregal mall, through a partnership with Retail Fashion Group, a subsidiary of Grupo Sordo Madaleno. Building on the success of its first corners opened in 2015 and the desirability of its brands in Mexico, SMCP is taking a new step forward.

With a young population, a fast-moving fashion industry and a growing demand, Mexico offers a promising growth potential for SMCP. Thus, the Group aims at delivering a dynamic expansion plan in the country for both Sandro and Maje over the coming years in key cities such as Polanco (Mexico City), Monterrey, Puebla and Guadalajara.

**Commenting on these openings, Daniel Lalonde, SMCP's Chief Executing Officer declared:** *"I am very proud to see our Group expanding its presence to yet another key country internationally. Mexico, with a young and fashion savvy population, offers promising growth prospects for SMCP, as we have seen the desirability of our brands growing in the country over the last few years. This new development demonstrates our Group's dynamism and I am convinced that we will translate this opportunity into a great growth story".*



## ABOUT SMCP

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SMCP is a global player in the apparel and accessories market with three distinct contemporary Parisian fashion brands, *Sandro*, *Maje* and *Claudie Pierlot*. End of 2017 SMCP brands are present in more than 1,400 points of sales in 39 countries. Evelyne Chetrite and Judith Milgrom founded Sandro and Maje in Paris, in 1984 and 1998 respectively and continue to provide creative direction for the brands. Claudie Pierlot was founded in 1984 by Madame Claudie Pierlot, and acquired by SMCP in 2009. SMCP is listed on the regulated market of Euronext Paris (compartment A, ISIN Code FR0013214145, ticker: SMCP).

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