

MEDIA RELEASE

Online Shop opens its virtual doors on 1 February 2011

Pfäffikon SZ, 28 January 2011 – It's all systems go for the Charles Vögele Online Shop: on 1 February 2011 the Online Shop will be opening its virtual doors in the principal markets of Switzerland, Germany and Austria. The first items that can be purchased online will be the Casa Blanca brand and the lingerie and underwear collection. The entire Charles Vögele range will be available in autumn 2011 when the central logistics system is introduced.

User-friendly navigation

Our customers will be welcomed to the landing page using cutting-edge technology. Using and navigating around the site is quick, easy and totally user-friendly. Frank Beeck, Chief Sales Officer (CSO) of the Charles Vögele Group says, "We are pleased to be operating in a truly multichannel environment with the online shop. There's no getting around e-commerce any more – it's an absolute growth market and a business that is full of promise for the future.

Online Shop: State of the Art

The clothes can be delivered either to your home or to a store within a few days. Items can even be taken back to any store in the country you order from. A further plus point for customers is complete integration into the Charles Vögele CRM system.

Charles Vögele has selected Hybris to be the online shop system. The system also takes a multichannel approach and meets requirements perfectly. In Andreas Hink, Vice President E-Commerce, Charles Vögele has brought on board a proven expert in the development of e-commerce. The 31-year old has equipped the shop with all the important features – which are technically absolutely state-of-the-art – in record time.

To the Online Shop: www.shop.charles-voegele.ch

User name: charlesvoegele

Password: VIP2011

Under http://file.rs-bodensee.de/WEBDATA/CharlesVoegele-Datenlink_280111.zip you can download print screens of the online shops.

Charles Vögele Group is one of Europe's leading vertical fashion retailers. It offers the latest fashions at great prices to people in the prime of their lives who want to feel good. With attractively presented goods, combined with friendly, knowledgeable advice, it creates a relaxed and enjoyable shopping experience. Charles Vögele has branches in nine countries: Switzerland, Germany, Austria, Slovenia, the Netherlands, Belgium, Hungary, the Czech Republic and Poland. In 2009, the Group generated gross sales of CHF 1.5 billion with approximately 7,800 employees. Charles Vögele Holding AG's shares are quoted on the SIX Swiss Exchange (securities number: 693 777).

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