

MEDIA RELEASE

Collection from Penélope and Mónica Cruz available now

Pfäffikon SZ, 21 March 2011 – The Charles Vögele Group, one of the leading vertical fashion retailers in Europe, is introducing the Biaggini Violet collection designed by Penélope und Mónica Cruz in their stores today. CEO André Maeder says, “We are pleased that the collection designed personally by the world-famous actresses is available in selected stores.” Mónica Cruz will follow the launch of her collection in person in the flagship store in Zurich today. The designer pieces are available in 400 stores across the Group.

The first “Biaggini Violet” collection from Penélope and Mónica Cruz is inspired by artists such as Jane Birkin and by films from the 1970s. At the start of the season denim is dominant, with interplay between extensive washes to give the destroyed effect and a well-groomed raw appearance. The sporty maritime look “à la French Riviera” will win fans with a mix of various shades of blue and snowy-white and slim tailoring from sophisticated cotton fabrics and flowing jersey.

Fashion this summer will be feminine and high-quality. Always with a fresh touch – whether in colour or fabric: neutral grey tones are combined with soft nude shades, with peach as the accent colour. Viscose, jerseys and the finest cotton/silk mixes will ensure the garments are extremely comfortable to wear. The very best of city chic – just what you might see the Hollywood stars wearing to stroll around the Cannes Film Festival.

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 826 outlets in nine countries: Switzerland, Germany, the Netherlands, Belgium, Austria, Slovenia, Poland, Hungary and the Czech Republic. In 2010 the Group and its approximately 8000 employees generated gross sales of more than CHF 1.4 billion. Charles Vögele Holding AG's shares are quoted on the SIX Swiss Exchange (securities number: 693 777).

See pictures of the collection at:

http://file.rs-bodensee.de/WEBDATA/CharlesVoegele_KampHW2010_11.zip

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