

## **MEDIA RELEASE**

### **Penélope and Mónica Cruz are testimonials for Charles Vögele**

Pfaffikon SZ, 29 April 2010 – Charles Vögele Group, one of Europe's leading vertical fashion companies, has signed on Hollywood actress Penélope Cruz and her sister Mónica, also an internationally known actress, as testimonials for its Biaggini brand. They will be the faces of Biaggini's group-wide image campaign from autumn 2010.

As part of their work with Charles Vögele, the Spanish stars will develop a new collection under the new brand "Biaggini VIOLETT". This exclusive collection will be presented for the first time at the opening night of the Charles Vögele Fashion Days on 3 November 2010. The collection will then be launched in spring 2011. "Biaggini VIOLETT" is a high quality party and cocktail collection that rounds out the Biaggini label and takes it up market.

André Maeder, CEO of Charles Vögele Group: "The involvement of Penélope and Mónica Cruz means that we'll have two world famous actresses acting as ambassadors for Biaggini. We're overjoyed to be working with two women whose charisma, joie de vivre, philosophy and fashion sense fit so well with Charles Vögele."

Charles Vögele Group is one of Europe's leading vertical fashion companies. 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 sales outlets 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).

Press photos can be downloaded from [www.charles-voegele.com/en/media/press-releases](http://www.charles-voegele.com/en/media/press-releases)

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