

TRIANGLE

PRESS RELEASE

TRIANGLE OPENS ITS FIRST MONO-LABEL STORE IN MUNICH

ROTTENDORF, 15 June 2016

By opening its new first mono-label store on 4 August in the Riem Arcaden, the TRIANGLE brand is pursuing its consistent path of vertical integration.

On an area spanning approx. 100 m², TRIANGLE customers will find an exclusive selection of current trends and personal favourites. The homely atmosphere with a concept store character is ideal for browsing and discovering new items. A loving attention to detail has been pursued at TRIANGLE. The store design is both decorative and modern. Customers and outfit consultants meet to chat in the cosy TRIANGLE Lounge – a place for personal brand experiences. And right beside it, particularly large changing rooms offer plenty of scope for competent and reliable advice.

TRIANGLE is celebrating its first mono-label store with a fantastic feel-good concept for its female customers. A professional stylist provides advice on outfits and combining the latest TRIANGLE looks while a dressmaker is available for minor alterations. And a DJane during the first few days of the opening will also contribute to the positive atmosphere in the store while delicious drinks will be mixed at the TRIANGLE bar.

Why not drop in! TRIANGLE looks forward to seeing you!

BRAND INFORMATION

TRIANGLE makes fashion in which women feel comfortable. And only those who feel at ease can actually exude this level of self-confidence. The brand offers casual chic with easy-going, feminine coolness ensuring that women always feel fashionable and well-dressed – thanks to comfortable fits which go well with individual lifestyles, figures and tastes. Yet the look is effortless and easy, thereby bearing a unique signature. Signature pieces in the collection can be styled to versatile signature looks for any occasion and which underline the personality of the individual wearer. The collections are complemented by special theme capsules and matching accessories such as bags, fashion jewellery, scarves and belts.

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