



**pierre cardin**

**Ahlers pushes forwards its Europe-wide expansion of Pierre Cardin  
*Premiere in the Netherlands: Gorinchem gets “Appartement Français”  
parallel to launch of 45<sup>th</sup> Polish store in Łódź***

*Herford, 07. March 2017:* Ahlers AG has opened stores of its premium brand Pierre Cardin in the Netherlands and Poland. Both stores in the cities of Łódź and Gorinchem – operated with the partners Paulo Adriani (Poland) as well as fashion retailers Ad and Claudia Baas (Netherlands) – are based on the French inspired lifestyle concept of “Appartement Français”.

The opening also represents the first Pierre Cardin monobrand store in the Netherlands. The Appartements Français in Gorinchem (Arkelstraat 53) as well as in Łódź (Karskiego 5) each incorporate 100 square meters sales area. “We are very pleased to be able to celebrate this store premiere in Western Europe together with our partners in the Netherlands. Further locations are being developed,” says Borchert, Executive Board Ahlers AG.

Ahlers is continuously further developing its store model which was launched for the first time in 2014 – true to its concept idea of a vibrant city apartment in contemporary Paris. Classic and modern design elements create an exceptional atmosphere in the *Appartement Français*. In Gorinchem, the focus on the goods range is on exclusive men’s business and sportswear.

In Poland, the premium brand is now operating 45 branches. “With this, Pierre Cardin is further establishing its brand leadership in classic menswear here,” continued Borchert.

Ahlers AG is currently operating 120 stores Europe-wide with Pierre Cardin – 15 of these on its own and 105 together with partners.

**Your contact:**

Rüdiger Oberschür

Online editor/PR Manager

Ahlers AG

Tel. +49 (0)5221/ 979-2713

E-mail: [ruediger.oberschuer@ahlers-group.com](mailto:ruediger.oberschuer@ahlers-group.com)



