

Bit Market Services

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Oggetto : MOLESKINE SPA TO OPEN A
"MOLESKINE CAFÉ"

Testo del comunicato

Vedi allegato.

MOLESKINE SPA TO OPEN A “MOLESKINE CAFÉ” IN GENEVA AIRPORT

Milan, 26 October 2015 – Moleskine S.p.A. (“Moleskine”) announces that it will open a Moleskine branded café in Geneva Airport in partnership with Caviar House Airport Premium (“CHAP”), a subsidiary of Caviar House & Prunier, the leading operator of premium food and beverage retailing under brands such as Caviar House & Prunier, Seafood Bar and Montreux Jazz Café.

The Café, set to open in December, will combine Moleskine brand values and CHAP’s expertise to offer a unique retail proposition : a creative and inspiring environment with a premium and contemporary cafe experience.

Moleskine will manage the brand content of the Café whilst CHAP will operate the outlet leveraging its proven expertise in managing premium food businesses in a travel retail environment. The project will generate royalty revenues for Moleskine.

Arrigo Berni, Chief Executive Officer of Moleskine said:

“We are excited to partner with CHAP, a recognized leader in the industry, to start exploring how our retail concept can be extended beyond our classic product offering.”

The values the Moleskine brand stands for, such as creativity, exploration and design, lend themselves perfectly to creating a distinctive retail experience and Moleskine products represent an ideal fit with the social and cultural environment typical of a café.”

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Moleskine® was created as a brand in 1997, bringing back to life the legendary notebook used by artists and thinkers over the past two centuries: among them Vincent van Gogh, Pablo Picasso, Ernest Hemingway, and Bruce Chatwin. A trusted and handy travel companion, the nameless black notebook held invaluable sketches, notes, stories, and ideas that would one day become famous paintings or the pages of beloved books. Today, the name Moleskine encompasses a family of objects: notebooks, diaries, journals, bags, writing instruments and reading accessories, dedicated to our mobile identity. Indispensable companions to the creative professions and the imagination of our times: they are intimately tied to the digital world. Since 1 January 2007, Moleskine has also become the name of the company that owns the worldwide trademark rights for the brand. Moleskine develops, markets and sells a family of products – which target consumers of the creative class and others – that provide open platforms for creativity and communication, contributing to the expansion and dissemination of culture and knowledge and are closely connected to the digital world. The company grew out of the experience of Modo&Modo, a small Milanese publisher that in 1997 created the Moleskine® trademark, rediscovering and renewing an extraordinary tradition. In the fall of 2006, Modo&Modo was purchased by SGC Capital Europe, now Syntegra Capital, with the objective of fully developing the potential of the Moleskine brand. Since April 2013 Moleskine is listed at the Borsa Italiana, the Italian stock exchange. Moleskine is a creative company enjoying continuing growth. It has about 200 employees and a vast network of partners and consultants. Its home office is in Milan, Italy.

Fine Comunicato n.1513-31

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