

SMCP

sandro maje claudie pierlot



Press release - Paris, October 9th, 2018

SMCP successfully pursues its selective expansion in the Americas

SMCP is extremely proud to announce the opening of its Maje flagship store in the prestigious Rockefeller Centre in New York City, the historic landmark in the heart of Midtown Manhattan. The boutique features a new design concept unique to the iconic location with pink onyx marble, Carrera marble, brass features and a real gold leaf wall perimeter.

The opening of this exceptional store embodies the Group's successful and selective development strategy in this region. This store represents the Group's 162nd point of sale in the Americas, where SMCP is now present in over 38 cities. This strong footprint will be further expanded with Sandro and Maje's upcoming openings in Austin (The Domain), Houston (The Galleria) and Las Vegas (Caesar Palace).

Since the first opening in the Americas in 2011, SMCP's strategy has allowed the Group to register excellent results, with notably a +28.3% sales growth at constant currency in H1 2018, fuelled both by the excellent results of its brick and mortar store network and soaring digital sales. With more than 25% of e-commerce sales in the Americas in H1 2018, SMCP recorded a best in class penetration rate among peers, driven by the successful implementation of its digital strategy.

Sandro and Maje, who both opened their first stores in New York in 2011, will continue to focus on strong clienteling by offering, in some specific areas, a luxury shopping experience with personalized styling appointments, same day delivery and exclusive VIP client events with early access.

Over the coming years, SMCP will continue to roll-out its long-term strategy in the Americas by leveraging the desirability of its three iconic brands, expanding its brick & mortar store network, increasing its digital footprint as well as developing new services for its clients.



ABOUT SMCP

SMCP is a global player in the apparel and accessories market with three distinct contemporary Parisian fashion brands, *Sandro*, *Maje* and *Claudie Pierlot*. End of 2017 SMCP brands are present in more than 1,300 points of sales in 39 countries. Evelyne Chetrite and Judith Milgrom founded Sandro and Maje in Paris, in 1984 and 1998 respectively and continue to provide creative direction for the brands. Claudie Pierlot was founded in 1984 by Madame Claudie Pierlot, and acquired by SMCP in 2009. SMCP is listed on the regulated market of Euronext Paris (compartment A, ISIN Code FR0013214145, ticker: SMCP).

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