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## SMCP sets out to conquer the United Arab Emirates

**SMCP is continuing its rapid international expansion, and has announced the opening of nine new stores in the United Arab Emirates in September 2015, including three stores (Sandro, Maje and Claudie Pierlot) at the Dubai Mall.**

Daniel Lalonde, President & CEO of SMCP, commented: *"I would like to join with all of our teams in expressing our great pride in opening nine superb stores for our three brands in the United Arab Emirates. They will provide a magnificent showcase for the unique identities of Sandro, Maje and Claudie Pierlot, which are reflected not only in the collections but also in new store concepts. These openings highlight the vitality with which our brands are conquering the markets that are crucial for our development; we are setting out to meet an increasingly international clientele, who are seeking the creative, high-quality fashion our brands can provide. Our early results have been extremely encouraging."*

Working with a new partner, RSH Middle East LLC, SMCP has marked a new step in its expansion in the Middle East, opening seven stores in Dubai and two in Abu Dhabi. Remaining faithful to the architectural concepts of each brand, these stores occupy prime positions in areas dedicated to accessible luxury in the prestigious settings of The Dubai Mall, Dubai Marina Mall, Dubai Festival City, and Yas Mall. SMCP aims to continue its expansion in the Gulf states with a further eight new stores planned for 2015.

This event illustrates the rapid international expansion of the distribution network for the Group's three brands. The relevance of this strategy was confirmed in the first half of 2015, with international sales growing by 64.9% and sales on a same-store basis up by 14.9%. The number of stores in the Group's network has seen strong growth since 2007, with nearly 120 new openings per year, including 64 in the first half of 2015 (70% in international markets).

### **About SMCP**

With three distinct contemporary French fashion brands, Sandro, Maje and Claudie Pierlot, SMCP is a leading company in the accessible luxury sector. SMCP operates 1 039 stores, of which 852 are directly operated and 187 are operated through partnerships. Its brands are present in 34 countries worldwide by the end of June 2015. 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 also founded in 1984 by Madame Claudie Pierlot, and acquired by the Group in 2009. Kohlberg Kravis Roberts & Co. (KKR) acquired a majority stake of Group SMCP in June 2013.

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