



## Dondup opens first store in Moscow

Dondup will be opening its first store in Moscow in the Neglinnaya Plaza, the prestigious three-storey mall just a short walk from Red Square. The store, 110 m<sup>2</sup> on one level, was made using raw materials such as wood, in its natural tones, and burnished wrought iron. The design is simple and basic but at the same time elegant and contemporary. The architect Simona Franci, partner and design director of the Fortebis Group, has succeeded in channelling Manuela Mariotti's sophisticated spirit to the full, translating the experimentation with materials and attention to detail of the collections into a single container that is 100% Made in Italy.

The opening represents the first stage of a long-term international development strategy, which includes countries such as Asia and the United States in addition to Russia. From the S/S 15 season, Dondup will be further expanding its presence in Russia and the former Soviet Republics, entrusting its business strategy and distribution to the DMVB showroom in Milan. The brand is present in many stores such as *Bosco Dei Ciliegi* and *Crocus* in Moscow, *La Vetrina* in Sochi and *Vittoria* in Samara.

<http://dondup.com>



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