



## **OVS, ITALY'S NO. 1 FAST FASHION BRAND INAUGURATES ITS NEW STORE IN MADRID**

***Friday 7<sup>th</sup> April, opening party with cocktail and dj set***

Madrid, April 2017 – OVS, first fast fashion brand in Italy, opens a new store in Madrid and offers a whole new experience: young, dynamic atmosphere; ever-changing ranges; bang on-trend items. All at accessible prices with great attention to quality and respect for social responsibility. The perfect choice when it comes to giving you the freedom to create your own style.

The new OVS store in Plaza Norte 2 - Avenida del Juncal 11 opens Thursday 6th April and welcomes the public **Friday 7th April**, from 6 pm with a **cocktail and DJ set**.

A **750 sq m space** highlighting the evolution of OVS, a leader in Italy in the fast fashion industry, which is constantly innovating in its style, languages and dialogue with the customer. This store shall be added to the network of over 40 stores already present in the country.

A contemporary, essential space to emphasize the products and give them the starring roles. Light-coloured wood, glass and metal coupled with coloured plexiglass slabs go to frame the products and furnishing elements conceived as small free-standing architectures. The spaces in the store stand out for their clean lines and the attention placed on environmental sustainability in the choice of the materials.

Distinctiveness, continuous renewal and attention to quality are the main features of the wide choice of products devised by the OVS Product & Design Department, taking advantage of collaborations with well-known designers and talents from the most famous international fashion schools.

OVS is the place where everybody can freely create their own style, with a careful eye on quality, and always at a democratic price. That's why, each year, 15 million customers choose OVS.

**OVS SpA**

Sede legale: via Terraglio, 17  
30174 Venezia Mestre, Italy  
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N. Iscrizione Reg. Imprese Venezia  
C.F. e P.I. 04240010274

[www.ovs.it](http://www.ovs.it)

Capitale sociale euro 227.000.000,00 i.v.





**OVS Madrid Technical Info:**

**Total sales area:** 750 sq m

**Categories:** men, women, kids

**Opening hours:** Mon-Sat 10-22, Sun 11-21

**Address:** Plaza Norte 2 - Avenida del Juncal 11, Madrid

OVS is Italy's leading clothing brand for women, men and kids with over 900 stores in Italy and over 30 countries abroad. Founded in 1972 in Venice, OVS has been listed on the Italian Stock Exchange since March 2015.

Distinctive style, attention to quality, look and to constant renewal, are all features of the vast range of products devised and developed by a creative team that regularly works alongside well-known designers and talents from some of the world's most important fashion colleges.

Over the past years OVS has worked closely with influent figures from the fashion and art world among others Elio Fiorucci, Costume National, Matthew Williamson and in 2016 it launched a capsule collection dedicated to the cultural patrimony of Italy Arts of Italy. Moreover, in 2016 OVS meets the irreverent and energetic creativity of Jean Paul Gaultier to launch a capsule collection.

OVS offers a brand new online shopping experience, giving customers a more and more innovative omnichannel approach, thanks to its Click&Collect service to pick up online purchases directly in store, and to the digital fitting rooms and the interactive totems in-store.

**OVS Corporate Communications & PR**

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