

HANS BOODT.

MANNEQUINS

ITALY

PRESS RELEASE OPENING MILAN SHOWROOM

Hans Boodt Mannequins opens new showroom in the heart of fashion city Milan, Italy. As an international supplier and producer of mannequins for both large retail chains and individual retailers, Hans Boodt is always on a mission to take the extraordinary world of fashion a stylish step further.

With custom-made, high quality mannequins fuelled with imaginative creativity and characteristics, Hans Boodt constantly reflects the latest conceptual ideas while catering to its worldwide customers' demands and market requirements. Thereby managing the entire process, from conceptual start to factual finish. The result: state of the art mannequins in all aspects, shapes and sizes.

Creating Characters is what Hans Boodt does.

The new showroom is located in the popular Zona Tortona, which is known for its lively atmosphere during fashion and/or design fairs, and is easily accessible from the railway station and the underground station "Porta Genova", linea 2, direction Abbiategrasso. The 300m2 showroom will present Hans Boodt's collections, including the latest collections like Paris Nude, Changing Faces, Macaron Busts, Paris Abstract, Fabric & Abbey Road Kids.

The 2 labels, Studio & Characters, cover the complete Hans Boodt Mannequins Collections. The Studio label is particularly aimed at the world of haute couture, while the Characters label immediately connects to their heritage of more casual yet creative and interesting mannequins.

At the opening, Hans Boodt Mannequins will introduce the Flexfit Logo for the Flexfit program, a new technical development introduced at EUROSHOP 2014. During the iSalone – Salone del Mobile week from 14 to 19 April, the showroom will be open from 10.00 a.m. to 8.00 p.m.

There will be a daily *Aperitivo Time* from 6.00 p.m. – 8.00 p.m. with Beats, Bubbles & Bites.

Launch cocktail, entrance only by invitation: 15 April from 6.00p.m. to 9 p.m.

Showroom location: HBM Italia, Via Vigevano 39, 20144 Milan

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