

COCCINELLE

COCCINELLE LAUNCHES ITS ONLINE STORE AND NEW WEBSITE

See a preview of the new SS 2010 collection on COCCINELLE.COM

Milan, 2 February 2010 - Coccinelle, the leading Italian manufacturer of bags, shoes and accessories, will open its own Online Store in February on COCCINELLE.COM, with a totally new website which has been updated for the occasion.

The attractive, linear mood of the new website was designed to reflect the feminine and elegant style of the brand, creating a unique shopping experience for customers and enhanced visibility for the company. Visitors are plunged into the easy-chic atmosphere that is so characteristic of Coccinelle boutiques and can explore the new SS 2010 collection that is available as a preview on the Online Store. The latest news, photos and videos let the visitor inside the Coccinelle world: new shop openings, special events and projects like the Hulanicki Collection or the ethical Goodie Bag.

"E-commerce has brought a profound and radical change to consumer habits, especially in the fashion world which is characterized by a rapid change of the collections. The internet now complements the traditional retail selling channel, with an increasing number of users - commented Angelo Mazzieri, President and CEO of Coccinelle - With the new online store, we plan to reach new customers and consolidate the relation with existing ones, thus widening our global sales thanks to a distribution in 28 countries."

With just one click from the COCCINELLE.COM home-page to the Coccinelle Online Store it is now possible to buy your favourite pieces from the SS 2010 collection from 28 countries in the world. Fans of the Coccinelle look can search through the entire SS collection to find just what they are looking for, including special ranges such as the limited edition Hulanicki Collection, the Goodie Bag and the Work line, or do a bit of virtual window shopping if they are looking for something different or gift ideas.

The very latest line of Coccinelle bags, designed for Moms and Kids with the collaboration of UK-based illustrator, Karen Wall, will be available online first to

celebrate the launch of the Online Store. The first customers to buy online will receive a Coccinelle scarf and *free standard shipping*.

Coccinelle.com is "Powered by YOOX Group", the global Internet retail partner for leading fashion and designer brands.