



# Bruno Magli® Opens New Store in SOGO, Hong Kong

HONG KONG, CHINA, September 8, 2016 /EINPresswire.com/ -- Bruno Magli® Opens New Store in SOGO, Hong Kong

Luxury Italian fashion house Bruno Magli® has launched its first retail store in Greater China. For eight decades, Bruno Magli® has been recognized as a leading heritage brand synonymous with Italian sophistication and effortless style. This year the designer brand proudly celebrates its landmark eightieth anniversary and recently announced expansion plans for Asia, which kicked off with the first Bruno Magli® location which opened in Hong Kong August 2016.

The boutique debuted August 19 in the newly developed “Shoes Town” floor at the SOGO department store in Causeway Bay, Hong Kong. “Shoes Town” is a newly renovated shoes and accessories level showcasing several renowned international footwear brands. The Bruno Magli® shop-in shop location is the first to open with a further 15 mono-branded stores planned for roll-out in China through 2017 and beyond.

The boutique measuring 226 sq ft showcases men’s and women’s footwear collections, women’s handbags, men’s bags, and small leather goods all crafted in Italy and traditionally made from the softest nappa leather and suede. The store’s design aesthetic is a brand new retail concept created for Bruno Magli® by Kramer Design Group. Carrara marble is punctuated with accents of the brand’s signature color palette, highlights of rich



burgundy are combined with brass to create a contemporary ambience while remaining true to timeless Bruno Magli® style.

Key notes:

¥ Store Address: 6/F, New Shoes Town, SOGO Department Store, HK

¥ Total Square Footage: 226 Sq.ft

¥ Date of store opening: Aug 19, 2016

¥ Interior Design: Kramer Design Group

¥ Brand Website:[www.brunomagli.com.hk](http://www.brunomagli.com.hk)

For more information contact:

Mandy\_Chung@sitoy.com

Mandy Chung

email us here

Sitoy Retailing Ltd

852 2163 2160

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