

GRAND OPENING ETON STORE
ALSTERHAUS, HAMBURG

MARCH 1 2010

The Swedish shirt maker Eton is aggressively moving forward to support their position as a specialist and innovator in the luxury shirt segment. Alsterhaus in Hamburg is the selected location, enabling the opening of an exclusive Eton store on the 5th of March.

To extend the growth on the German market, Eton searched for a high profile location in the city of Hamburg; Alsterhaus became the evident store location. On 80 square meters, Eton will offer a total range of more than 500 exclusive shirts, as well as a large assortment of ties, cufflinks and accessories.

”Our new store at Alsterhaus in Hamburg is a vital step in the future plan of worldwide establishments. We are very pleased to make Eton more accessible in the area of Hamburg”, says Hans Davidson, President of Eton.

Eton’s rapid growth is fuelled by strong sales in the European market as well as world-wide expansion of brand stores and concept stores. Today, Eton is represented at over 1,000 retailers and department stores worldwide. About 20 percent of these are Eton Concept Stores, whose clean, modern environments of ebony-stained furniture and purple carpet are emphasizing the characteristics of a true Eton store. The strong business relationship between Eton and Alsterhaus fuse classic and modern influences, sharing an uncompromising attention to detail and strive for perfection.

For more information and high resolution images, please visit www.etonshirts.com. Enter the Press section and browse around among our images in the Imagebank (password is not needed).

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