



Press Release

## **Wolford opens a new boutique in Marylebone High Street – London W1**

London, April 2014 – The Austrian luxury label Wolford is opening a new boutique in Marylebone High Street – London W1 on 9<sup>th</sup> April 2014. Measuring 45m<sup>2</sup>, the Wolford Boutique carries the full range: Ready-to-wear, Hosiery, Lingerie including Shape and Control and Accessories.

'We are very excited to be opening our 3rd Central London store and 6th store in London. London is our focal point over the next 3 years as we plan to expand our retail arm of the business.

With our new furniture concept in the Marylebone High Street store, we look forward to bringing a fresh and exciting shopping experience to our new and existing consumers says Angela Blundell, Market Director of Wolford UK.

The openings hours are Monday to Saturday from 10am to 7pm and Sunday 12 noon to 6pm.

Wolford has 10 mono-brand sales shops throughout the UK and Ireland.

**Wolford Boutique  
22 Marylebone High Street  
London W1U 4PF  
Tel: 020 7935 2830**

++++

**Press contact:**

Press Office: Wolford London Ltd

Sidonie Goldman

Tel. +44 20 7494 4343

email: [sidonie.goldman@wolford.com](mailto:sidonie.goldman@wolford.com)

**About Wolford Aktiengesellschaft**

Wolford AG, headquartered in Bregenz on Lake Constance (Austria), operates 16 subsidiaries and markets its Legwear, Ready-to-wear, Lingerie, Swimwear, Accessories and Trading Goods product segments in about 70 countries via more than 260 monobrand stores (own and partner-operated), approximately 3,000 trading partners and online. The Austrian company, which has been publicly listed on the Vienna Stock Exchange since 1995, generated sales of EUR 156.47 million in the 2012/13 financial year (May 1, 2012–April 30, 2013), and has about 1,600 employees. Since its founding in 1950, Wolford has evolved from a local producer of pantyhose to a global fashion brand in the segment of affordable luxury products. [www.wolford.com](http://www.wolford.com)

Follow us on Facebook at WolfordFashion

Follow us on Twitter @WolfordPRgirl and @WolfordFashion

