



Press release

## **Kipling in Haarlem – implemented by Vizona**

Founded in Antwerp, Belgium in 1987, the VF Corporation group company is represented in 55 countries, where it offers a vast range of fashionable bags. Its trademark is the monkey logo, which not only comes with each bag in different forms of pendants but is also hard to miss in the stores' design.

The new Kipling store is situated near the historic town centre of Haarlem, which has been elected best shopping city of the Netherlands several times already. Although the shop area merely amounts to 80 m<sup>2</sup>, the store seems spacious and affords sufficient room for the presentation of bag collections.

Vizona BV based in Ouderkerk a/d Amstel was assigned with the turnkey furnishing of the store in the Dutch city of Haarlem. This included technical design, production of furniture through to the assembly thereof and project management for all general contractor works. This was a real challenge since the building is a listed monument.

The entire furniture –cash unit, cabinets as well as wall elements – is made of high-grade MDF boards with a white silk-gloss finish. This creates an optically light and modern atmosphere. The bronze-coloured wall behind the cash desk emphasizes the warmth and glamour for which Kipling stands. The natural look of the clay stone floor tiles is the finishing touch of the harmonious overall impression.

The next store to be implemented by Vizona in Den Bosch is already in progress.

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