

PRESS RELEASE

Mood, Waalwijk New store concept by Ten Cate

Bodyfashion United, part of Ten Cate bv, has started a completely new shop concept: Mood. This is the name of the new multibrand for lingerie, underwear, nightwear and beachwear focusing on the higher, middle and lower segment, thus addressing all target groups. Bodyfashion United also had the wish to create a specialized shop at a prominent location in the smaller shopping areas where it can stand out from the rest of the street view. Everybody should feel at home in this shop so it's not just a shop, but also a part of society.

The first Mood store opened in September 2008 in Waalwijk (NL).

In close cooperation with the architect Vizona realized and implemented the whole shop interior which is of high quality despite the short time to build the store. The building in Waalwijk, with a surface of nearly 200m², has an impressive gable that starts at street level and continues over the first floor. The shop window is spread out over two floors offering space for a multitude of manikins attracting lots of attention from people in the street.

The design takes the three target groups of women, men and children into account. For men a separate area with a very masculine character was created in the middle of the store. The materials used are natural Belgian anthracite stones, black MDF and black oak wood. A partially transparent glass wall encloses this department to maintain the connection with the rest of the shop. In this area you can find a cosy coffee corner as well.

The children department, in totally different design, is located at the front of the store. In this area there is a subtle use of bright colours such as red, orange, yellow and green, in addition to the neutral white also used in the women's department. A sort of "gallery" has been installed for women along one of the walls, where lingerie of different brands is presented.

Spacious dressing rooms at the back of the shop have a special ambiance making it very inviting to try on different items. An oak floor extending to the sofa and the back wall, attractive lighting and big mirrors create this atmosphere.

On the whole, the store has a very flexible layout. This presents various options for presenting the individual items on the walls and in mid floor. This type of presentation is supported by the "Stripes 13" system of Visplay which – just like Vizona – forms part of the Vittrashop Group.

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