

hunkemöller

Hunkemöller to open stores in Switzerland

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Following the successful launch of the [Swiss Hunkemöller online store](#) in September 2016, it's now the perfect moment to open more stores and win over the Swiss market. The first store is expected to open in mid-October 2017. Hunkemöller hopes that this opening will give them a national reach in the country.

Though Switzerland is often considered a relatively small market, its consumers' high spending power actually makes it one of Europe's most stable and affluent markets. Research has shown that Hunkemöller has huge brand familiarity on the Swiss market, with positive feedback from consumers about the store concepts and collections.

Hunkemöller aims to open four stores in 2017 and eight to ten stores each subsequent year, with the potential to ultimately set up 40 to 50 Hunkemöller stores in Switzerland. The stores will be based in and around Zurich.

About Hunkemöller

Hunkemöller opened its first store in Amsterdam in 1886. Now, 130 years later, the brand has 800 stores across the globe.

Hunkemöller has been crowned many times, winning the title of 'Lingerie Retailer of the Year' in Belgium, France, Germany, Luxembourg, and the Netherlands since 2014. It was also awarded the prize for 'European Online Store of the Year', as well as the same national prizes for France, Germany, the Netherlands, and Spain.

Hunkemöller is 'fun' by nature, but passionate about lingerie. For more information, you can watch the [Brand Journey](#).

Practical information

Facebook: [hunkemoller](#), **Instagram** [@hunkemoller](#), **Snapchat** [@hunkemollerhq](#)

Note for editors (not for publication)

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