

MOLESKINE

MOLESKINE SPA OPENS “MOLESKINE CAFÉ” IN MILAN

Milan, 25th July 2016 – Moleskine S.p.A. (“Moleskine”) announces the opening of the first directly operated street-based Moleskine Café, in Corso Garibaldi 65, within the Brera design district in Milan.

The opening follows a successful pilot in Geneva Airport, launched in 2015 in collaboration with Caviar House & Prunier through a licensing agreement.

The new format aims to provide a contemporary interpretation of the “*Café Littéraire*” concept, adding Moleskine brand values and products to a unique café experience, giving consumers a distinct opportunity to be exposed to the creative content Moleskine generates, either directly or through its ever growing community of passionate followers.

Arrigo Berni, Chief Executive Officer of Moleskine said:

“This is an important new step in our journey to realize the full potential of Moleskine as the “lifestyle of the Creative Class” brand.

Our vision for the Moleskine Café is exciting and unique. We will provide our guests with an innovative retail experience, bringing the socializing dimensions of food, creativity and shopping in one single space, designed to reflect the distinctive, clean aesthetics of Moleskine. I believe this vision fully reflects the growing interest people show for retail formats that go beyond the sheer act of shopping and I look forward to validating this concept for global expansion.”

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Moleskine® was created as a brand in 1997, bringing back to life the legendary notebook used by artists and thinkers over the past two centuries: among them Vincent van Gogh, Pablo Picasso, Ernest Hemingway, and Bruce Chatwin. A trusted and handy travel companion, the nameless black notebook held invaluable sketches, notes, stories, and ideas that would one day become famous paintings or the pages of beloved books. Today, the name Moleskine encompasses a family of objects: notebooks, diaries, journals, bags, writing instruments and reading accessories, dedicated to our mobile identity. Indispensable companions to the creative professions and the imagination of our times: they are intimately tied to the digital world. Since 1 January 2007, Moleskine has also become the name of the company that owns the worldwide trademark rights for the brand. Moleskine develops, markets and sells a family of products – which target consumers of the creative class and others – that provide open platforms for creativity and communication, contributing to the expansion and dissemination of culture and knowledge and are closely connected to the digital world. The company grew out of the experience of Modo&Modo, a small Milanese publisher that in 1997 created the Moleskine® trademark, rediscovering and renewing an extraordinary tradition. In the fall of 2006, Modo&Modo was purchased by SGCapital Europe, now Syntegra Capital, with the objective of fully developing the potential of the Moleskine brand. Since April 2013 Moleskine is listed at the Borsa Italiana, the Italian stock exchange. Moleskine is a creative company enjoying continuing growth. It has about 200 employees and a vast network of partners and consultants. Its home office is in Milan, Italy.
