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Philipp Plein opens the first Plein Sport store in Italy

September 13, 2023 | 5:58pm
Adnkronos editorial team
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The single-brand store arrives at the Oriocenter selected stores in Bergamo


The author: Philipp Plein

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Philip Plein opens the first Plein Sport mono-brand store at the Oriocenter Selected Stores in Bergamo, the largest Italian mall, thus marking an important step in the global expansion of the brand. With a surface area of 120 square metres, this store represents the new frontier of sports shopping by Philipp Plein. Plein Sport offers a wide range of products designed and created with innovation, technology and imagination projected into the future. The selection of items covers the iconic sneakers, the ready-to-wear collection and the licensed line of watches developed in collaboration with Timex group, accessories with Lucep spa and De Rigo, which for the season has produced a limited series of Plein Sport glasses.

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