

VALEXTRA LAUNCHES FIRST SOUTHEAST ASIAN STORE IN SINGAPORE

Valextra



Singapore, November 2013 – Valextra has made its South East Asian debut with the opening of the boutique in Singapore on 12 November 2013. Located in the heart of the city at Paragon Shopping Centre, the boutique is one of twelve in Valextra’s global portfolio.

This new launch forms part of a strategic partnership with F J Benjamin, bringing a wide range of luxury handcrafted leather goods for both men and women to Singapore for the first time.

Epitomising the beauty of timeless yet innovative design, together with the highest level of quality, each of Valextra’s creations combines linear silhouette, subtle details and an understated luxury that appeals to true connoisseurs of style.

The Valextra Paragon boutique incorporates clean lines and linear forms, showcasing its essence and core values of discreet luxury and drawing attention to the beauty and heritage of Italian craftsmanship. With a vast array of leather accessories clients will be spoilt for choice in finding a piece which embodies their personal style, whilst being delighted in the complimentary personalisation service offered at the boutique.

**Valextra is located at: 01-03A Paragon, 290 Orchard Road.
T: +65 683608315**

“A STORY OF TASTE BEYOND FASHION”

Valextra

Valextra founded in 1937 by Giovanni Fontana in Milano, Italy. Specialising in leather products with distinctive shapes designed for the comfort of sophisticated and cosmopolitan clientele, Valextra during its long history become an internationally renowned Italian luxury brand and its name synonymous with a timeless style, innovative trends, exquisite craftsmanship and artisanal techniques of supreme quality.

Most of Valextra creations became historical bestsellers and icons of design, such as the first “24 hour” attaché case that was entrusted in history, the name “24 Hour Bag” and won the prestigious “Compasso d’Oro” prize in 1954; the first ever “Grip” coin purse for men, the “Tric Trac”, a wrist bag for men’s essentials, the most coveted cabin bag “Avietta 48” and the first ever “hobo” women’s bag, the “Carita”.

In 2000, Emanuele Carminati Molina, with his family business group, invested in Valextra and decided to restore the company to its former glory, remaining faithful to the original spirit and style of Valextra whilst developing products that responded to the needs of the moment, combining tradition and innovation to the essential and elegant forms.

In 2013 Marco Franchini joined Valextra as its new CEO with the aim to increase the international growth of Valextra, whilst maintaining its rich heritage, the tradition of excellence, the sophisticated luxury appeal that has been preserved through the years.

To date, the business counts for 1 boutique in Milan, 11 boutiques within Japan, South Korea and Singapore and a diffused network of shops in shop located in USA, Asia and Europe. In addition to the traditional retail network, the company has recently launched the e-shop platform www.valextra.it in order to satisfy the new requirements of the global market.

In the near future, Valextra plans to open new points of sale in various strategic areas crucial for the brand’s expansion.

Valextra | www.valextra.it

For press enquiries, please contact:

Jacqueline Tan
Marketing Communications Manager
DID: +65 6508 7906
Email: jacqueline.tan@fjbenjamin.com

Tiffany Teng
Marketing Communications Executive
DID: +65 6508 7947
Email: tiffany.teng@fjbenjamin.com

Sheryl Tam
Divisional Marketing Communications Manager
DID: +65 6508 7940
Email: Sheryl.tam@fjbenjamin.com

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