

# BALLY

1851

For Immediate Release

## Bally Opens New Store in Las Vegas

Bally, the Swiss Heritage Luxury House, is proud to announce the opening of its new store in Crystals at CityCenter, a new luxury retail, dining and entertainment district in Las Vegas. The new store will be Bally's third location in Las Vegas, showcasing men's and women's leather goods as well as ready-to-wear. The Bally collections are designed by Creative Director, Brian Atwood, renowned for bringing Bally's rich heritage up to date with stylish, modern allure.

Bally's new store will occupy over 3,500 sq feet, and will open in December 2009. The Bally store concept supports the principle of creating effortlessly elegant spaces that evoke a sense of sophisticated calm. Sumptuous suede walls are punctuated with brushed bronze recessed displays showcasing the product at eye level. Natural oak hardwood floors are divided by brown velvet rugs with leather trims, delineating areas that separate the Women's and Men's shoes, and accessories. Soft natural boucle fabric sofas, low leather tables and small square table lamps are used to create a setting that ensures a truly memorable shopping experience.

Bally, the luxury brand synonymous with quality and elegance was founded in Switzerland in 1851. Known for its shoes and accessories, the collections combine sophisticated style with the highest quality craftsmanship and finest materials. In 2007, Brian Atwood was appointed as the Creative Director to further steer the brand to the next level, working with the Company's heritage and introducing modern creativity to the designs. In 2008, the brand was acquired by the LABELUX Group and Bally bought back its business in China and Japan; now directly operating in these crucial markets. In 2008, Bally also launched its new website, introducing online Shopping in 2009, bringing Bally into the modern luxury arena. Today, Bally has emerged as the longest-running global luxury brand in the world, over 155 years, operating in 66 countries throughout the world, with business continuing to go from strength to strength every year.