



*Expansion of an exciting fashion brand with a powerful Spanish retail portfolio into the dynamic retail fashion markets of London and Paris*

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*The Client*                      Bimba & Lola

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*The Brief*                        To assist in the expansion of this highly successful Spanish brand by increasing its portfolio from a strong foundation in Spain to sympathetic locations in key European cities.

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*The Solution*                    KLM Retail's international team has been involved in assessing key locations and securing store openings in London across 5 locations to date including; Westbourne Grove, South Molton Street, Canary Wharf, Richmond and Hampstead.

In Paris, working closely with our French TIRN partner we also successfully secured the brands first footholds in high profile locations in Le Marais.

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*Where We Add Value*            Our TIRN partnership and overall international retail intelligence allows us to fully understand the brand's international aspirations and ambitions and DNA.

This enables us to evaluate and successfully replicate its retail blueprint in the new markets of London and Paris to ensure the brand continues its global growth.