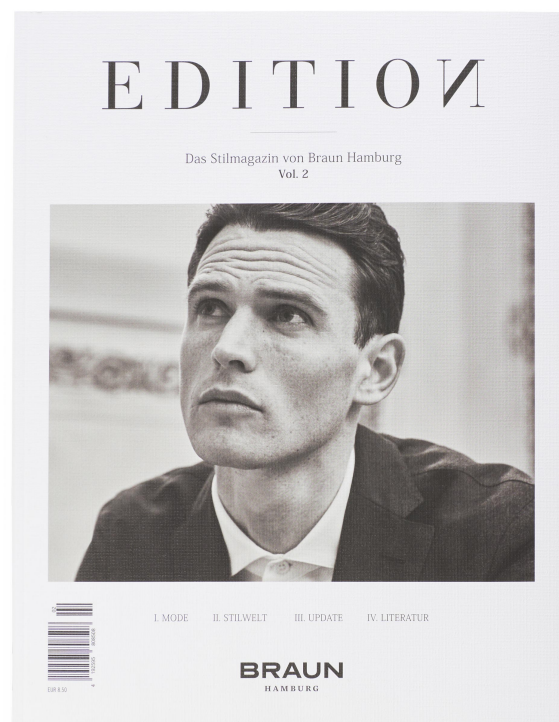


Press Release – Hamburg, March, 2019

BRAUN
HAMBURG

BRAUN HAMBURG PUBLISHES SECOND ISSUE OF OWN EDITION MAGAZINE

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"Our goal is to fascinate, amaze, and inspire," Lars Braun comments. "If you strive to create something that lasts, you need the courage to dive deep. We deliberately disregard conventions and talked to personalities that inspire the modern gentleman," he adds.

EDITION enters the market with a circulation of 10,000 copies, some of which will be sent to BRAUN Hamburg's most important customers as a special gift. It is also available for purchase at newsagents across the country, at the BRAUN Hamburg stores and online shop, and at airports for €8.50.

The magazine's high-end editorial design catches the eye and draws readers' interest with exciting content. BRAUN Hamburg uses it as a means to share their own, unique sense of style and trends, showcasing an array of exceptional designer collections for men.

Several interviews with inspiring personalities open up new perspectives for the reader: Brunello Cucinelli, for instance, explains his own definition of luxury, while Hendrik teNeues reveals how many books his private library contains. Editor Lars Braun about his magazine: "We are committed to style, and at the same time we managed to open up a whole universe of new opportunities. The questions we ask are intriguing, progressive and inspirational. In a time of constant change, strong values become significantly more important. It was our goal to create an honest and easy-to-grasp magazine that is committed to values such as mindfulness, continuity and creativity. EDITION is for precious, personal moments, for taking your time to enjoy the content that will have a long-lasting effect."

About BRAUN Hamburg

BRAUN Hamburg offers a highly exclusive selection of international luxury brands, such as Bottega Veneta, Brioni, Brunello Cucinelli, Caruso and Dries van Noten as well as Ermenegildo Zegna, Etro, Moncler, Santoni, Valentino, Tom Ford and many more.

Our heritage fashion house with two shops in Hamburg has always stayed true to our belief that comprehensive service lies at the core of our business. To achieve this, our trained staff's professional and people skills are crucial.

Not only do we offer individual and personal advice, we also provide our own alterations studio as well as laundry and shoe repair services, all of which provide an associated delivery service, and thus take great care of our discerning customers.

BRAUN Hamburg stands for a very diverse range of offerings that is almost unrivalled in Germany. The store at www.braun-hamburg.com provides customers with an individual and exceptional online shopping experience.

For more information, printable images and product cut-outs, please get in touch with us:

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