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FIRST CLASS
MADE IN ITALY

BRAUN HAMBURG OPENING FIRST POP-UP STORE IN NEW CONCEPT SPACE "NO. 3 BY BRAUN"



Together with Milan-based label Eleventy, luxury menswear retailer **BRAUN Hamburg** celebrates the opening of a pop-up store in the new concept space "No. 3 by BRAUN" for the first time.

September 25, 2020, Hamburg - With the concept store "No. 3 by BRAUN", opened by **BRAUN Hamburg** in 2019, the luxury menswear retailer realizes a new kind of store concept in the middle of Hamburg's city center, for temporary pop-up events and other ideas. "We use the space ourselves for special concepts, to showcase individual designers or collections, or for seasonal outlet sales", says **BRAUN Hamburg** CEO Lars Braun. The retail space is located at Speersort, opposite the Helmut Schmidt Haus, and comprises a sales area of 250 square meters as well as generous windows facing the Ida-Ehre-Platz.

For the opening of the first joint pop-up event, Lars Braun together with Marco Baldassari, founder and creative director of Italian label Eleventy, invited customers and press to the "No. 3 by BRAUN" concept store. Eleventy will present a specially selected F/W collection until early November, 2020. For **BRAUN Hamburg**, this marks the first collaboration for a pop-up store at their own premises.



First class made in Italy: Founded in Milan, the successful fashion label expanded on an international level and now counts several boutiques and shop-in-shops in the most famous showrooms worldwide - also at the luxury menswear retailer BRAUN Hamburg. "I am proud of the cooperation with a long-established company like BRAUN Hamburg, a major player in the luxury segment, with whom we are opening the first Eleventy pop-up store in Hamburg. Germany is an important reference market for us. It is a market that is particularly interested in the values of made-in-Italy, as well as in craftsmanship, quality and culture", comments Baldassari on the cooperation.



BRAUN Hamburg never comes to a standstill: Shortly before the opening of the Eleventy pop-up event in the new concept store "No. 3 by BRAUN", a completely new version of the online shop of the luxury menswear retailer was launched. The new collection of the Italian label will not only be presented in the pop-up store, but also at www.braun-hamburg.com.

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

Stiljäger PR

Stefanie Jäger
Georgenstr. 3, 80799 München

t. +49 / 89.5506040.0
e. sj@stiljaeger-pr.com

BRAUN Hamburg

Lindita Hoti

t. +49 40.33447.0
e. presse@braun-hamburg.com

Studio Maddalena Torricelli

Maddalena Torricelli
Viale Luigi Majno 23, 20122 Milano

t. +39 02.7628043.3
e. studio@maddalenatorricelli.com

About BRAUN Hamburg

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

About Eleventy

Since its foundation in Milan in 2007, the founders Marco Baldassari and Paolo Zuntini have pursued one goal for their fashion label: first class made in Italy. According to this principle, high-quality men's and women's collections are created entirely in Italian style. The luxurious workmanship of the fabrics and timeless designs promise maximum style for discerning customers - self-confident appearance included. Beyond Milan's city limits, Eleventy has continuously established itself on the international stage of the fashion world with several boutiques and shop-in-shops - from Europe to Australia and the United States of America: With the expansion of Eleventy USA in 2016 and the corresponding headquarters in New York, the Italian label shows that it is constantly rising.