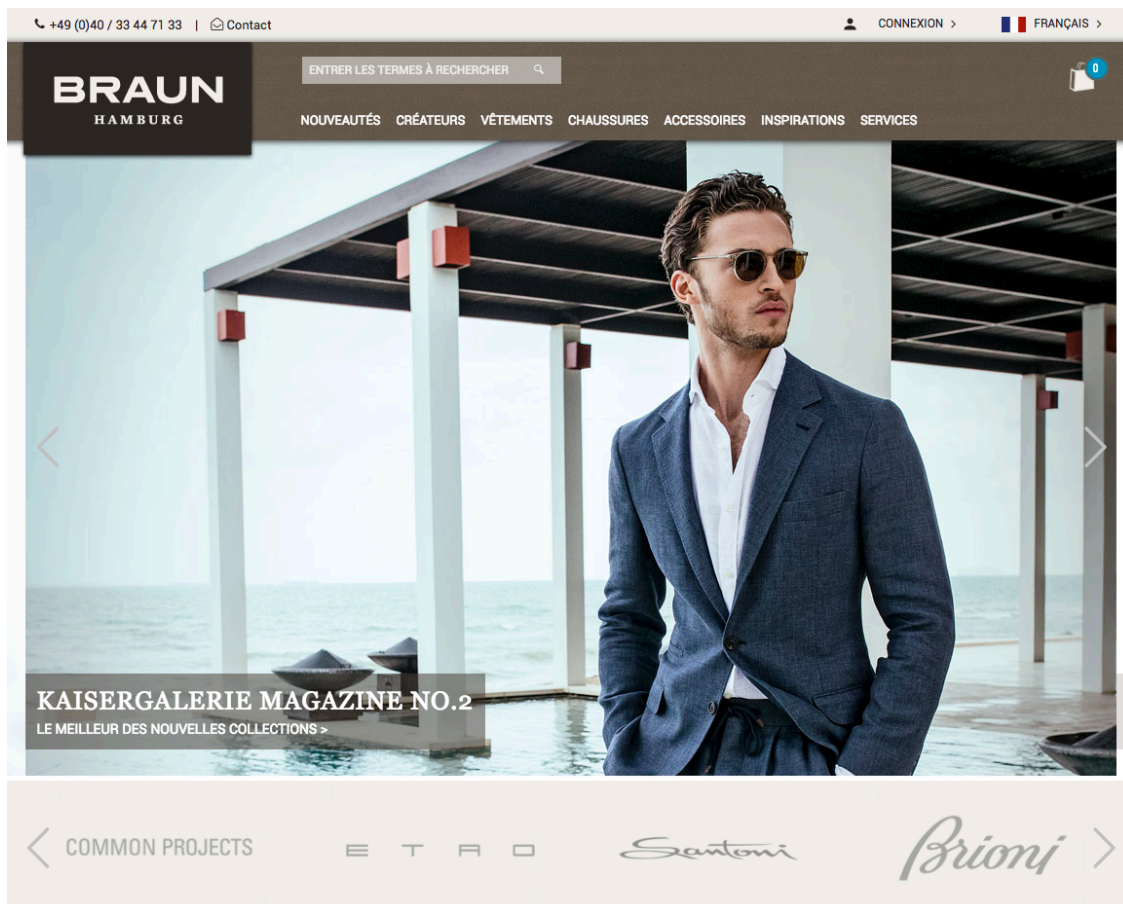


Press Release – Hamburg, July 18, 2017



## BRAUN HAMBURG LAUNCHES FRENCH-LANGUAGE ONLINE SHOP

In addition to the German- and English-language divisions of their online shop, BRAUN HAMBURG now also launches a French Version at [www.braun-hamburg.com/fr/](http://www.braun-hamburg.com/fr/). The heritage company from Hamburg thus responds to the increasing demand from French-speaking countries and continues its expansion strategy with now more than 30 countries of delivery.



After the big success of the English version of the online shop that went online in 2014, BRAUN Hamburg now expands its online presence with a French-language version. Thus, the heritage company from Hamburg continues its expansion strategy.

"We are registering a continuous growth abroad and plan to strengthen our international presence even more with our French online shop. As a premium retailer for designer fashion, we don't just use our online shop to complement our brick-and-mortar shops, but we are striving to set new standards," Lars Braun, owner and managing director of BRAUN Hamburg, comments.

Today, BRAUN Hamburg delivers in more than 30 countries, including large parts of Europe, but also Australia, Japan, Canada or Singapore.

Apart from its core market Germany, Austria and Switzerland are the biggest markets for BRAUN Hamburg, followed by the United Kingdom, Scandinavia, the Netherlands, Spain and Eastern Europe.

The focus now is on France, Luxemburg and Belgium, as markets where BRAUN Hamburg is in high demand already but where customers clearly prefer a French-language version. The company has existed since 1933 and is led by Lars Braun in its third generation. The consistent development of his owner-managed family business is extremely important to him. "We are not looking into the rearview mirror but ahead through the front window. We work on our uniqueness every day, since it is not the demand our times to be comparable." In terms of conception and conversion, BRAUN Hamburg is supported by the e-commerce agency mzentrale, which specialises in fashion and lifestyle and is based in Munich and Stuttgart. The two companies have been successfully working together for five years.

Visit our website: <https://www.braun-hamburg.com>

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Mo-Fr 10-19 Uhr  
Sa 10-18 Uhr

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Mönckebergstr. 17  
20095 Hamburg  
t. 040. 33 44 7-0  
Mo-Fr 10-19 Uhr  
Sa 10-18 Uhr

## 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](http://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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