

## **P R E S S   R E L E A S E**

4<sup>th</sup> March 2004

For immediate release

### **Kurt Muller successfully launches its first High Street store at Festival Place, Basingstoke**

The store officially opened its doors at 11am on the 4<sup>th</sup> March and became Kurt Muller's tenth store in the UK and Ireland.

In recognition of the fact that this was Kurt Muller's first venture in to the high Street, a brand new aesthetically store design concept was launched.

Being showcased is a sophisticated and upmarket collection of contemporary men's clothing that includes suits, jackets, trousers, shirts, jeans, t-shirts, leisurewear and knitwear. The KM style and quality extends beyond men's clothing to underwear, eyewear, belts, ties, socks and shoes.

The celebration began with a champagne toast among the directors of the company, managers and staff members, early customers also joined in the festive spirit.

Commenting on the new store, Robby Kumar, marketing director for Kurt Muller, said:

"It certainly is exciting times - Festival Place is an ideal place for Kurt Muller to launch itself onto the high street. You can definitely see around you, fashion conscious consumers who know exactly what they want. Kurt Muller has identified and fulfilled a niche here for an exclusive designer menswear label – at an affordable price. It's a winning situation for all concerned, the shopping centre, Kurt Muller and above all the consumer."

The company's '*KM Privilege Card*'-a loyalty card offering members a 10% discount for purchases at any of its stores as well as a host of other benefits, is available to customers in store.

**ENDS**

For further information, please contact:

Robby on 0870 990 5677, or via email at [marketing@kurtmuller.com](mailto:marketing@kurtmuller.com)  
The Manager, Kurt Muller, Unit 60A, Festival Place, Basingstoke  
RG21 7BF. Tel: 01256 335737