

# LA PERLA

FASHION HOLDING N.V.

La Perla Fashion Holding N.V.  
Registered office: Schiphol Boulevard 127, G4.02, 1118 BG Schiphol, the Netherlands

April 1, 2020

We are united in this challenging time, and the safety and well-being of our customers and our dedicated team members around the world remains the utmost priority at La Perla.

We are closely monitoring the Coronavirus (COVID-19) situation as it evolves and are responding accordingly with caution and care to the advice from the World Health Organisation as well as other respected authorities in all our operating markets. We have taken extra measures to ensure our stores remain safe and hygienic environments so customers can enjoy shopping, with additional sanitization of surfaces and objects, thorough and frequent hand-washing, minimized physical contact, and hand sanitizer available to all.

In accordance with official local government guidance, we have temporarily closed La Perla stores in some markets, and at this time, continue to serve customers in our stores in other markets where this remains possible.

As always, we invite customers to explore our latest collections online at [laperla.com](http://laperla.com), where we remain open and operating with the highest delivery standards possible throughout this period.

For enquiries regarding store opening information please see our brand website or contact our dedicated Customer Care Team: [customercare@laperla.com](mailto:customercare@laperla.com) / +39 0516019520.

We will continue to be rigorous in our approach to ensure a safe and enjoyable shopping experience for customers.

## **Media contacts**

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## **ABOUT LA PERLA:**

La Perla Fashion Holding N.V., a luxury fashion holding company, is the direct shareholder of La Perla Beauty (UK) Limited (“La Perla Beauty”) and La Perla Global Management (UK) Limited and its subsidiaries (the “Operating La Perla Group”). La Perla, through the Operating La Perla Group, is a leading designer, manufacturer and retailer of luxury lingerie, nightwear and swimwear. The group operates under the brand “La Perla”. Founded in 1954 in Bologna, Italy, the brand is renowned for its heritage and craftsmanship.