

## PRESS RELEASE

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### **DOUGLAS expands European store network with first store in Belgium**

- First Belgium DOUGLAS store to open in Wijnegem near Antwerp
- Premium store with extensive beauty assortment on more than 450m<sup>2</sup>
- DOUGLAS Group CEO Sander van der Laan: "We aim for a full omnichannel offering in the country - with stores and an online shop"
- Opening weekend August 24-26 with special promotion event and brand stages

**Duesseldorf / Wijnegem, 23.08.2023.** DOUGLAS, Europe's leading omnichannel beauty destination, continues to expand its footprint on the continent by opening its first store in Belgium. Located in the Wijnegem shopping center, chosen for its prime location near Antwerp, the new DOUGLAS store will open its doors to the public on 24 August, 2023. DOUGLAS has declared the targeted development of its store network an integral part of the company's strategy "Let it Bloom - DOUGLAS 2026".

"The first opening in Belgium underlines our strong commitment to invest in our stores and to strengthen the omnichannel offering across all of our markets", said DOUGLAS Group CEO Sander van der Laan. With this step, Belgian customers now have access to both channels - a store as well as the Belgium DOUGLAS online shop [www.douglas.be](http://www.douglas.be), which was launched in summer 2021.

"We are thrilled to finally welcome our customers to our first DOUGLAS store in Belgium," said Willem Duthler, CEO DOUGLAS Belgium & Netherlands. "In this premium store, we offer an unparalleled beauty assortment as well as best-in-class expertise by our beauty advisors."

The Wijnegem shopping center is characterized for its high foot traffic, excellent accessibility and for catering to a diverse customer base. With more than 250 stores, the mall provides an ideal setting for DOUGLAS to showcase its exclusive range of brands and services.

On a sales area of more than 450 square meters, customers can look forward to an extensive beauty assortment that combines classic brands with exclusives and the latest

# DOUGLAS

DOUGLAS corporate brands, while beauty enthusiasts will find a wide range of premium products.

To celebrate the grand opening weekend from 24 to 26 August, DOUGLAS has planned a series of exciting promotions. Customers who visit the store during this period will receive special treats such as goodie bags, make-up touch-ups or skincare advice, and can try a broad variety of fragrances in-store. DOUGLAS Beauty experts will also offer individual and professional beauty advice. In addition, exclusive brands will be showcasing their products on dedicated brand stages throughout the mall itself, and visitors can win shopping vouchers and other attractive prizes.

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## **ABOUT DOUGLAS**

DOUGLAS is Europe's leading omnichannel beauty destination. We inspire customers to live their own kind of beauty by offering an unparalleled assortment in online stores, via a partner program and in around 1,840 stores. Strengthening our successful omnichannel positioning while consistently developing the customer experience is at the heart of our strategy. In its fiscal year 2021/22, DOUGLAS generated sales of 3.65 billion euros in perfume, decorative cosmetic, skin and hair care nutritional supplements, health care and accessories.

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