

# TRUE RELIGION UNVEILS NEW RETAIL CONCEPT ON CARNABY STREET/ LONDON/ UK

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TRUE RELIGION UNVEILS NEW RETAIL CONCEPT ON CARNABY STREET IN LONDON LOS ANGELES, CA (May, 2016) - Global denim brand True Religion is pleased to announce the opening of a new retail concept in London on Carnaby Street on June 1st, 2016. The 2,505 square feet location will be the brand's first international flagship store. "Carnaby's rich history of music and fashion connects to the core of the True Religion brand. Home to the best boutiques from across the globe, we are excited to open our flagship location in this historic, pedestrian shopping area. The store design and customer experience will be the first of its kind in the Carnaby location. Simultaneously, we will launch [truereligion.com/uk](http://truereligion.com/uk) as a digital compliment to our established presence in the UK marketplace," said CEO John Ermatinger, who joined the company one year ago. True Religion is a Los Angeles based premium denim brand. Established in 2002, the denim quickly became known for their original take on the five-pocket jeans. With the creation of the five-needle thread at two-stitch-per-inch True Religion set itself apart from any other denim brand in the world. All the fits, washes, and treatments are designed to attract attention and be bigger, better, and bolder than the rest. The retail concept at Carnaby is centered around a reinvention of the brand's iconic denim bar that showcases the latest styles for men and women. The bi-level location will appeal to a savvy, digitally connected consumer through an omnichannel approach. The brand aims to merge the benefits of e-commerce with the in store shopping experience, with less product on the sales floor and digital support through iPads and touch screens as well as the new Band technology to access product from around the world. The store is purposely designed to be a more intimate space than most flagship locations. True Religion currently runs two freestanding stores and an outlet in London, and partners with wholesale retailers such as Selfridges and Harrods. The store opening marks 96 full-prices stores and 50 outlet locations globally for the brand.

## Media

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