

## **Teddy Group: Calliope new retail concept “Wonder lines” for a renovated shopping experience marked by wonder and a feeling of welcome**

Rimini, May 15th, 2024 - At MAPIC Italy 2024, Calliope, the affordable lifestyle brand of Teddy Group, presented its new retail concept “Wonder Lines”, based on a harmonious balance between shapes and Italian design, sustainability and “wow effect”.

The new retail format will also support the journey towards the constant growth Calliope has been pursuing, including over 200 points of sale (last update 31.12.2023) in more than 20 countries all over the world.

The new concept aims at making the brand style tangible in the customer experience, a style expressing everyday glamour with the goal of strengthening the fashion content of its collections.

The concept also mirrors the will of the brand to make its own stores able to offer a shopping experience that means a relaxing and pleasant time within an aesthetically appealing environment.

*“A new image, a revolutionary space where each detail is the result of a creative work combining contemporary elegance with a welcoming environment, thus improving the look & feel of a store”, says Cristiana Tadei, Calliope Creative Director. “The new concept makes use of beauty focusing on curvy lines and eye-catching shapes, playing with colors in a balanced way. And everything is enriched by a soft light wrapping up spaces and driving customers to explore and discover collections”.*

The simple and essential lines of the new format, balancing each other between modern minimalism and natural elegance, aim at setting off the selection of products and outfits designed to meet the needs of Calliope customers at any time in their life: work, free time and special occasions.

*“Our goal is to create a unique shopping experience, which goes beyond simple purchasing, as well as to provide our collections with an ideal space suitable to host and make purchasing tangible”, adds Raniero Sambuci, Calliope Brand Director. “Through the new concept “Wonder Lines”, we aim at offering our customers an inspiring and charming environment: spaces mirror now a bright and warm architectural linearity, thanks to essential and natural shades highlighting the value of the product”.*

The “Wonder Lines” format will be first adopted in 15 points of sale all over the world within the second semester of this year.

“Wonder Lines” stores require a sales area of 650-800 sq m with some small adjustments depending on countries and store locations.

Priority shall be given to the opening of *full format* points of sale, which market womenswear, menswear, kidwear, underwear collections and accessories.

A virtual innovation was also implemented to mark the launch of the new format: last April the videogame Wonderland was released that has the new Calliope format as its main setting.

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*“This serves a double purpose”, states Francesca Pistorelli, Calliope Marketing Manager, “On the one hand it makes the brand experience more dynamic for our already loyal customers with the aim of engaging them; on the other it aims at increasing brand awareness and brand recall through Calliope-branded interactive contents, attracting new consumers and boosting new subscriptions to the Wonder Club, our loyalty scheme”.*

## **TEDDY CORPORATE GROUP**

Teddy Group is a company able to compete in the world fast fashion market thanks to its consolidated sales exceeding half a billion Euros (671 million euros, 2022 update). In addition to the retail brands Terranova and Calliope, the corporate group sells Rinascimento and QB24 brands and operates in 80 countries in the world through its retail sales network (flagships) and wholesale network. Teddy was founded in 1961 in Rimini and has been pursuing its dream for over 60 years, the dream of building “a large and global company that earns enough much money to give job and to give a part of the net profits to charities operating in Italy and abroad” (Vittorio Tadei, founder of Teddy Group).

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