

RNB RETAIL AND BRANDS

RNB launches exclusive e-commerce store in men's fashion

On August 25, RNB RETAIL AND BRANDS launches Man of a kind, a new e-commerce concept with an eclectic value proposition featuring premium products and a supplementary men's fashion service offering. The concept is unique and meets the strong trend of increased e-commerce activity while improving accessibility for customers.

Man of a kind is an e-commerce concept, which offers a carefully selected product range consisting of international luxury brands with Nordic aesthetics. The product range is supplemented by premium services, such as made-to-measure, style advice and inspiring articles about masculine style and fashion.

"We are proud to be able to offer the market our new e-commerce concept Man of a kind. Featuring a large number of exclusive men's fashion brands, such as Corneliani, Ermenegildo Zegna, Hugo Boss, Eton, Jil Sander, Kenzo and Paul Smith, as well as supplementary premium services, our offering meets a demand with no comparable competition from other e-commerce players," says Magnus Håkansson, President and CEO of RNB RETAIL AND BRANDS.

The launch of Man of a kind is a step in the implementation of the Group's long-term digital strategy and it will become a new business area in RNB RETAIL AND BRANDS with Magnus Håkansson as Chairman and Oscar Åsman as Director of Operations.

"It is important to emphasize that we have long experience of managing store concepts and service offerings with top premium positioning. We are now drawing on that experience as we create a similar offering in a digital store. We are with excitement looking forward to continually developing Man of a kind's strong customer offering," says Magnus Håkansson.

The launch will occur on August 25, initially in Sweden. Read more on www.manofakind.se

For further information, please contact:

Magnus Håkansson, CEO, RNB RETAIL AND BRANDS AB, +46 8 410 520 02, +46 768 87 20 02,
e-mail: magnus.hakansson@rnb.se

Oscar Åsman, Director of Operations, manofakind.se, +46 8 410 520 83, +46 768 87 20 83,
e-mail: oscar.asman@rnb.se

This information is such that RNB RETAIL AND BRANDS AB is required to disclose according to the EU's Market Abuse Regulation and the Swedish Securities Markets Act. The information was submitted for publication, through the agency of the above contact persons, on August 25, 2016 at 10:50 a.m. CET.

RNB RETAIL AND BRANDS owns, operates and develops fashion, clothing, accessories, jewelry and cosmetics stores that focus on providing excellent service and a world-class shopping experience. Sales are mainly conducted in Scandinavia through the store concepts Brothers and Polarn O. Pyret, as well as through shops in the department stores NK in Stockholm and Gothenburg. RNB RETAIL AND BRANDS has operations in 11 countries. RNB RETAIL AND BRANDS has been listed on the Nasdaq Stockholm Exchange since 2001.