

The first Dedoles flagship store in the heart of Bratislava.

The new store with fun assortment will be available on 140 m2 of floor space

Dedoles continues to expand beyond the online space. Besides the 16 kiosks and stores across Slovakia, the flagship store, located on Kamenné námestie in Bratislava, was added on 6 July. This is the fifth store in the capital and is spread over a large space, which allows it to showcase a wide portfolio of products to customers. The grand opening of the new Dedoles store took place on 12 July and featured a rich accompanying program.

The flagship store in Bratislava's Old Town is currently the seventeenth and largest Dedoles store. On 140 m2 of floor space, the store will have the opportunity to show new and existing customers the variety of its product range, which is no longer "just" about socks, but the products have moved into the realm of fashion. Dedoles aims to connect the online and offline worlds by featuring most of the products that customers can now buy in-store. It will also be a space to showcase the most popular products, special collections such as swimwear made from recycled plastics or a summer collection full of new products such as shirt dresses.

"We chose the location for our flagship store with great care. We wanted to help bring life back to Bratislava's Old Town and cheer up the people passing by. So we also agreed to do new street art painting instead of the famous sleeping fox. The main role of the flagship store is to present our expanding product range and bring it closer to customers. We would also like to provide the customer with a unique shopping experience. We use Digital Signage - LCD monitors in our stores to help communicate our advertisements, promotions, as well as various pieces of information to customers," explains Retail Director for Slovakia, Patrik Panko.

Opening ceremony full of surprises

During the opening ceremony, the company prepared an entertaining accompanying program for both young and old. "At the opening ceremony of our flagship store at Kamenné námestie, visitors were greeted by a trio of dancing hamster mascots, there was a short



Dedoles, s. r. o.

Za Koníčkom 14,

902 01 Pezinok, Slovensko

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performance by Dominika Mirgová, the wheel of fortune was spinning and visitors could also enjoy cotton candy in the Dedoles colors,” says Patrik Panko. There were also competitions, surprises and a photo box to record memories of the special day. After the exciting experience, customers could relax in the chill-out zone.

However, the expansion is not ending with the opening of the flagship Dedoles store on Kamenné námestí in Bratislava. The company will open another store at the beginning of the school year. It will be located within the new shopping center at the Nivy bus stop. As part of it, Dedoles plans to try out a special store and kiosk design with rounded lines, elements of minimalism and wood.

Dedoles in 21 European countries

Dedoles is a Slovak company that has been operating for 10 years. The company was established in 2011 and focuses on selling clothing and happy products. Most famous are the Dedoles socks - mismatched, yet perfect together. In addition to socks, the portfolio includes happy underwear, nylon tights, face masks, cycling shorts, leggings, sports bras, hats, shirt dresses, flip-flops, slides and swimwear made from recycled plastics. The in-house team of Dedoles designers also created a joint beach collection with the well-known Slovak designer Fero Mikloško, which kicked off the company's fashion era. Dedoles currently operates in 21 European countries.

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