

FINE SHIRT MAKER ETON OF SWEDEN TO OPEN FIRST FREESTANDING U.S. FLAGSHIP STORE ON MADISON AVENUE



NEW YORK, NY, November 10, 2010 – Shirt specialist Eton of Sweden moves one giant step closer to becoming the destination for exceptional shirts in America. On December 13, 2010, the company will open its first freestanding store in North America – located in the heart of Manhattan’s high-end shopping district at 625 Madison Avenue and 58th Street. This store promises to become a new Mecca for the city’s most discriminating consumers just as it has throughout Europe.

The story of Eton began in 1928 in the little village of Ganghester, Sweden when Annie and David Pettersson created their first made-to-measure shirts. Their success allowed the Petterssons to take the business out of Annie’s kitchen and to expand into the UK and eventually globally. Annie’s philosophy was never to hand over an item until completely satisfied, and her legendary insistence on impeccable quality continues to be the foundation of Eton. Their exclusive fabric design, proprietary fabric finishing process, and full range of fits are known by the most selective shirt connoisseurs throughout the world. Today Eton remains a family owned company run by Hans Davidson, grandson to David and Annie.

ETON

“The opening of this store marks an important milestone for Eton. Our loyal New York customers have asked us time and again for a location in the city. We are thrilled to offer them the full breadth of our collection in this fantastic neighborhood,” explains Hans Davidson, President at Eton.

Jason Volenec and Silvia Zofio from RKIT Design in New York worked in collaboration with Eton’s longtime partner, Danish architect Morten Bogh Andersen to create the 1,500 square foot boutique. It will incorporate a creative mix of classic and modern materials: dark grey tile floor, dark Swedish Oak fixtures, brightly colored carpets, machined steel and smoked glass. The main floor on the street level will be for retail sales, while the lower level will house the company’s wholesale showroom and a VIP area for customers.

“The 1,000 square feet on the ground floor will be used to showcase the entire product line of men’s shirts, neckwear, cufflinks and other fine men’s accessories. The store will include a new Green Ribbon sport shirt collection, and Eton’s new hand-made Diamond Collection that will launch in Spring 2011. Also featured will be an extensive selection of formal shirts and accessories - a nod to this very social neighborhood,” said Erik Wilkinson, Eton’s Director of Sales for North America. “We want all of our clients, including our wholesale customers to walk through the retail store and be immersed in the Eton aesthetic.”

This location will be the fifth global freestanding store. There are also 20 shop-in-shops existing in fine stores around the world. In tandem with the New York opening in December, Eton will open the doors to its second freestanding store in North America in downtown Montreal on Rue St George. This location is approximately the same size as the Madison Avenue flagship.

“There are not that many specialists left in the world. We are lucky to still be doing what we are really good at and that is shirts. We can’t wait to show what we can do in New York.” Sebastian Dollinger, Creative Manager.

To interview Erik Wilkinson or for more information on Eton of Sweden please contact Alison Mazzola or Anna Meacham at Alison Mazzola Communications, 212.755.2100 or amazzola@mazzpr.com, anna@mazzpr.com.

