

TALLY WEIJL

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TALLY WEIJL GOES BEAUTY

Basel, 01.04.2016 – TALLY WEIJL mixes up something new in the world of beauty. Together with the international "En Vogue Coiffure", the fashion label launched his first salon branded TALLY BEAUTY in Zurich.

TALLY BEAUTY opens its doors to the public on Saturday, April 2nd, 2016 at 10.00. The newly refurbished TALLY WEIJL Store on Bahnhofstrasse in Zurich built the beauty oasis in just six weeks. On the third floor, customers will find hairstylists juggling scissors, blow dryers and hair dye. Excitingly, TALLY BEAUTY also offers makeup and manicures.

"After 30 years in the fashion business, we wanted to expand our offerings. With En Vogue Coiffure, we have found an innovative partner who also wants to explore new avenues and take advantage of synergies," says Tally Elfassi-Weijl, Co-Founder and namesake of the fast fashion brand. En Vogue Coiffure owner, Claudio Tollardo, also looks forward to the cooperation: "TALLY BEAUTY offers us a new channel. We will reach a younger target group, for which we have adjusted our prices."

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TALLY WEIJL is a sassy fashion brand and one of the bold players of today's international fashion market. Self-made and family owned, the company went from a small garage in 1984 to a steady-growing business with over 780 stores in 37 countries. With the Design Studio located in Paris' city center and the Service and Support Center based in Basel, TALLY WEIJL breathes an exceptionally international atmosphere.

EN VOGUE COIFFURE was founded in 1981 by Claudio Tollardo in Zurich. With eight salons in Zurich, Dubai and Moscow, the company has positioned itself well abroad and has thrilled its customers with individual modern and hairstyles.

