

PRESS RELEASE
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Pandora launches new store concept

New design encourages discovery and collecting. First store opens today in Birmingham, UK with more locations to follow later in the year.

Today Pandora debuts a new store concept with the opening of the first refurbished store in Birmingham, UK. The new concept changes everything from colour choices to lighting to interior design and focuses on creating a welcoming and interactive environment.

Highlights include a charm bar, where shoppers can mix and match bracelets and charms, and a treasure table showcasing new products and bestsellers. Customers are encouraged to touch and feel the products to experience the craftsmanship of the hand-finished jewellery.

The concept is created with sustainability in mind, and new lighting design reduces energy consumption by at least 20% compared to current Pandora stores.

“Technology has changed how customers are shopping. With so many online choices, it is no longer enough for a brand just to sell high quality products. Visiting a Pandora store should be an intuitive and playful experience. It should be about discovering the treasures within. We are making the store a destination you want to spend time at,” says Mette Starup, Vice President Retail at Pandora.

Select elements of the new concept have already been tested at a pilot store in Leicester, UK, and Pandora will continue to develop the concept into 2020. The new store design will roll out to more than ten locations in 2019 in the UK, US, Italy and China, and more than 1,000 stores will have new window visuals. Pandora’s online store (pandora.net) has also been updated with cleaner product imagery and improved navigation and check-out flow.

The new store concept is part of Pandora’s global brand relaunch, which was announced on 29 August 2019. The relaunch also introduced a redesigned logo, visual identity, products and collaborations.

Pandora Pink is the main colour shade in the new store concept, and the Pandora monogram, a key visual element from the redesigned logo, serves as the identity-carrying centrepiece.

Pandora operates four stores in Birmingham. The refurbished store is located in the Bullring shopping centre.

About Pandora

Pandora designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices. Pandora jewellery is sold in more than

100 countries on six continents through more than 7,500 points of sale, including more than 2,700 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, Pandora employs more than 26,000 people worldwide of whom more than 11,500 are located in Thailand, where the Company manufactures its jewellery. Pandora is publicly listed on the Nasdaq Copenhagen stock exchange in Denmark. In 2018, Pandora's total revenue was DKK 22.8 billion (approximately EUR 3.1 billion).

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