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Swiss underwear dream in the new CALIDA store in Amsterdam



Sursee (ots) -

As of October 27th 2011, the Swiss underwear brand CALIDA will present a selected, high-quality range in a new atmosphere at the Leidsestraat 6 in Amsterdam.

The sales area of approx. 70m² is the perfect place for a unique and first time offer of daywear, nightwear, casual wear, knitwear, tops, shirts, accessories, swim and beachwear for both men and women. The creations win over the customers with their proven quality, naturalness, a great passion for detail and fashionable accents.

Natural, modern, inviting. That's what characterises the new store. It embodies the metaphorical home of comfort and relaxation, integrating central elements from the bedroom and dressing room into its presentation. Furniture and decorations from various decades give the store its own character and address the self-assured, modern customer. Openly presented products awaken the desire to rummage, linger and experience. CALIDA store manager Alessandra Donadio and her team look forward to giving advice and will place special emphasis on comprehensive and competent customer service.

Since 1941, the Swiss underwear brand has been the epitome of tradition, comfort, naturalness and perfection. High-quality, natural fabrics continually ensure the greatest levels of comfort and the excellent workmanship offers excellent wearability and perfect fit. CALIDA, with its headquarters in Sursee, Switzerland, is one of the leading underwear brands in Europe. In total, the brand has about 120 own stores.

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Medieninhalte



As of October 27th 2011, the Swiss underwear brand CALIDA will present a selected, high-quality range in a new atmosphere at the Leidsestraat 6 in Amsterdam. Further text by ots and under www.presseportal.ch. The use of this picture is for editorial purposes free of charge. Publication under source: "obs/Calida Holding AG".

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