

## Peak Performance Opens a General Store in Brussels

**Spring 2010 sees Peak Performance launching more General Stores worldwide, thereby strengthening its international standing. Next in line to open is the new General Store in Brussels.**

Peak Performance will open a new General Store in Brussels, Belgium in April. The store comprises 350 m<sup>2</sup> built on two levels and situated on one of the most famous shopping street in Brussels, Avenue Louise 42-46. Customers will be offered a wide selection of Peak Performance's full range of active sportswear for skiing, training and golf, as well as the latest casual collections.

This is the fifth General Store in Brussels. Other General Stores are to be found in Antwerp, Brugge, Gent and Leuven.

### Store concept

The store concept communicates a feeling of authenticity as well as the trademark's Mountain Resort Brand vision. Dark wood, steel and concrete are central design elements, alongside big flat screen TVs showing the season's ski, golf and sports films. The boutique atmosphere is warm and welcoming, conveying a passion for an active lifestyle while affirming Peak Performance as a premium international brand name.

### Peak Performance General Stores

"General Stores" is the name Peak Performance gives to the 70 or so stores strategically located worldwide in localities such as Åre, Stockholm, Chamonix, Val d'Isère, Cortina, Amsterdam, Berlin and Whistler. These General Stores are the medium the brand uses to display the full breadth and depth of the Peak Performance range, across every product group, as well as conveying the feel, know-how, and expertise that Peak Performance has built up during the first 23 years of its operating life.

Peak Performance's products are not just distributed through the company's own General Stores, but through ca. 2,000 retailers as well. Peak Performance is Scandinavia's biggest functional sportswear brand, with a strong international position, and tops the Swedish fashion export list. Peak Performance posted a turnover of just over €126 million for the split 2008/2009 financial year.

*Peak Performance was born in Åre at the heart of Sweden's great northern wilderness. So was our passion for sport and nature. Today we are one of Europe's leading producers of functionally designed sports fashion wear. Our product range covers ski, adventure, golf, training and casual.*

### For further information

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