

# Italy's Rene Caovilla adds sparkle to Hong Kong's retail sector with new flagship store (with photos)

Rene Caovilla, which makes Italian handcrafted shoes, opened a flagship store in Hong Kong today (November 14), giving the heritage brand a regional base from which to continue its global growth.

The new store, located at Harbour City in Tsim Sha Tsui, showcases a range of women's jeweled shoes, handmade and shipped from Venice, Italy. Rene Caovilla is a family enterprise and is currently run by the third generation. With aspirations for an expanded global presence, the company identified Hong Kong as the ideal location for a flagship store because of its international status and fashion conscious consumers, said its Creative Director and CEO, Mr Edoardo Caovilla.

He said, "Our retail strategy is to open stores in the main shopping malls around the world, and certainly Hong Kong is one of the locations on our map. The Hong Kong store is the first in Asia Pacific that is directly owned and managed by us. At the same time, we have received a lot of positive attention through working closely with local and regional key opinion leaders in fashion and lifestyle. We have started to engage with consumers through the many social media platforms and print media that we can access in Hong Kong.

"Hong Kong is strategically located in the heart of Asia and the retail industry here is sophisticated with a good diversity of discerning clientele in terms of both locals and visitors from around the world. It is the gateway for our Asia distribution and retail development."

Associate Director-General of Investment Promotion Dr Jimmy Chiang said, "Hong Kong has remained popular as a travel and retail destination for visitors from around the world. We also have strong IT infrastructure which supports marketing activities of the brands that set up in Hong Kong. The opening of Rene Caovilla's flagship store in Hong Kong is another vote of confidence in our retail sector."

## About Rene Caovilla

Founded in Venice in 1934, Rene Caovilla is regarded as having set the benchmark for excellence in the luxury footwear sector. The retail side of the business spans 15 boutiques in the world's leading cities with more than 80 points of sale worldwide. It also launched an official online boutique in January 2017. For more information, please visit [www.renecaovilla.com](http://www.renecaovilla.com).

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