

# Ben Sherman Expands Retail Footprint in Shanghai

*The menswear brand announces openings in Sogo department store and Hopson mall*

NEW YORK, NEW YORK, UNITED STATES, September 19, 2016 /EINPresswire.com/ -- Iconic British menswear brand Ben Sherman® is continuing to expand its global retail footprint with doors opening for the first time in Shanghai, China. The brand is set to open a new location in the Hopson Mall on September 18 in addition to the opening at Sogo department store.

Shanghai has quickly become Asia's influential fashion hub as the world's busiest port and a major financial center. With an estimated population of 24.1 Million residents, the city is rich in culture and heritage, blending old Shanghainese culture with modern "western" influence in fashion, art and architecture.

"We are honored to launch Ben Sherman in both Sogo and Hopson locations. These distinct retail destinations are prime for Ben Sherman, with an influential core of loyal millennial consumers," said Stanley Chou, Groupé GM at MRH Sparotica Groupé, overseeing Ben Sherman China. "Sogo is amongst the Top 5 department stores in Mainland China and our ability to open our first store here speaks volumes about the brand's history and credibility in the global market."

The Ben Sherman Sogo store is located in the Jing'An district, one of the central districts of Shanghai, which happens to boast China's most influential fashion street "Nanjing Road". The Sogo department store is located on Nanjing Road and serves as the anchor retail destination, amongst the Top 5 department stores in the entirety of Mainland China. Since its inception in 2004,



Inside Ben Sherman's expansion in Shanghai



Billy Du, Stanley Chou (Groupe General Manager MRH Sparotica Groupe), Richard Kisembo (CEO MRH Sparotica Groupe), Allen Hua, at the ribbon cutting ceremony for Ben Sherman's expansion in Shanghai.

Sogo (also known as "Jiuguang") has become one of the premier department store destinations in Mainland China.

The Ben Sherman Hopson One store is located at The Hopson Mall in the Yang'Pu district, Northern Shanghai, in close proximity to the newly launched Apple Hopson One store. The Hopson Mall offers a comprehensive shopping and entertaining experience tailored to the upper middle class residents that dominates the neighborhood with 360,000 square meters of entertainment and shopping space. With a population of more than 1.3 million residents within a 3-mile radius of the mall, daily traffic can reach up to 60,000 on weekdays, and 80,000 on weekends. For more information please visit [www.bensherman.com](http://www.bensherman.com).

#### About Ben Sherman

In 1963 Ben Sherman came back from America with the idea of creating a shirt. Inspired by the style adopted by polo players of the time who used button-downs to keep the collars in place whilst riding, he set about creating his own. Taking influence from his father's work as a tailor and in applying a similar attention to detail to this sporting staple, using the finest British fabrics and handcrafting it in the UK, he created an icon. This practical yet sharp looking garment was soon adopted by a set of style leaders back home, and The Original Ben Sherman shirt was born. Over the past five decades the iconic Ben Sherman button-down shirt has been the style staple of many iconic movements in youth culture. Through the 60's Mods, the 70's Rockers, 80's Ska and the 90's Cool Britannia and Brit Pop, Ben Sherman has evolved to become a truly global lifestyle brand.

#### About Marquee Brands

Marquee Brands is a brand acquisition, licensing and development company. Sponsored by Neuberger Berman Private Equity, a business of Neuberger Berman, one of the world's leading employee-controlled investment managers, Marquee Brands targets high quality brands with strong consumer awareness and long-term growth potential. Marquee Brands seeks to identify brands in various consumer product segments with the goal of expanding their reach across retail channel, geography and product category while preserving the brand heritage and enhancing the ultimate consumer experience. Through its global team of professionals and partners, Marquee Brands monitors trends and markets in order to grow and manage brands in partnership with retailers, licensees and manufacturers through engaging, impactful marketing and strategic planning.

#### About MRH SpaRotica Groupé

Shanghai based MRH SpaRotica Groupé ("MRH") is a visionary of iconoclast and evocative premium fashion brands. We curate and invest in impactful brands our ardent customers lust for through acquisition and licensing, and capitalize on their opportunities by financing, managing and developing their growth. Together with its affiliates, MRH operates in rapidly evolving markets, driven by a multi-faceted operating model that seamlessly combines private equity, brand management, marketing, retail and franchise management. The Groupé innovates with advanced technologies that integrate a vast online to offline retail network to meet customers on their own digital terms.

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