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Sonae SR children's clothing brand continues expansion with franchising model

SONAE EXPANDS ZIPPY TO THE PHILIPPINES

Sonae has expanded its international activity to Asia by opening its first two Zippy stores in the Philippines. The Sonae brand of children's clothing and nursery products has signed a franchising agreement that includes opening about two dozen stores across the country over the next five years.

Miguel Mota Freitas, CEO of Sonae SR, states, 'This agreement is in line with Sonae's international expansion strategy, which looks to use its brands' competitive advantages worldwide, diversifying markets and stimulating new development opportunities. Asia is a populous and economically dynamic region, with high birth rates, where consumers are beginning to pay more and more attention to quality products, which opens new perspectives for Zippy, particularly now in the Philippines.'

Entering the Philippines resulted from the franchising agreement celebrated with Trimark Holdings, a company that operates over 600 stores in the country representing more than 40 international brands, namely in the fashion industry. Located at the Glorietta and North Edsa shopping centres, in the city of Manila, Zippy's first stores in the Philippines will have an average area of 100 square metres offering products from clothing and footwear to baby and kids accessories.

With a population of around 100 million inhabitants, the Philippines are the seventh most populated country in Asia and the 12th most populated in the world. Additionally, more than one third of the population is between 0 and 14 years old, which fits into Zippy's target market.

Philippine economy is projected to grow at a 6.5% rate over the next two years, according to World Bank data, reflecting the corporate dynamics and growth of consumption expenditure.

Sonae is a Retail company with two major partnerships in the areas of Shopping Centres (Sonae Sierra) and Software & Information Systems Media and Telecommunications (Sonaecom).
By the end of 2014, Sonae achieved a turnover of over 5 thousand million Euros. The company defined as its strategic objectives: the internationalization and diversification of investment style and the leveraging and strengthening of core assets and competencies.
More info at www.sonae.pt

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