



Press Release



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Orange now at Globus Stores

In the last two weeks, Orange has opened twelve new Orange Centres at Globus department stores across the country, and created approximately 25 new jobs. With its first-class locations and innovative and upmarket atmosphere, Globus stores offer an ideal world of experience into which Orange – as a high-value brand – fits perfectly. The whole design and concept of the new Orange Centres are in turn specifically aimed at the refined requirements of Globus customers.

“Globus department stores embody quality, lifestyle, passion, pleasure and sensitivity– in short: *savoir vivre*. Orange represents emotion, *joie de vivre*, communication and a modern, dynamic lifestyle. High quality and the best possible service are a priority for customers of both companies, so in this way, Orange and Globus complement each other perfectly as two high-value brands,” says a smiling Thomas Sieber, CEO of Orange Schweiz.

“We are pleased to have found an innovative, young and dynamic partner in Orange that completes our range of products and services”, says Marcel Dietrich, CEO Globus

By late January/early February, Orange will have opened an Orange Centre at each of the Globus stores in Basel, Bern (in Spitalgasse and Westside), Chur, Geneva, Lausanne, Locarno, Lucerne, Neuenburg, St. Gallen, Zürich (in Schweizer Gasse and Glattzentrum shopping centre). The average sales area in these outlets is 24 square metres, where Orange will offer primarily high-quality mobile phones and mobile phone services.

With its fresh and innovative shop concept, Orange is meeting the requirements of Globus customers. GCGroup that was hired to elaborate and implement the interior design concept, has added the latest know-how about the different approach of men and women to shopping. Furnished in white leather and high-quality wooden furniture, these sophisticated and stylish facilities are aimed at discerning female customers who appreciate the elegant seating during their consultation just as much as the range of products that is also tailored to their requirements.

For the launch, Orange is offering an exclusive package consisting of the LG Prada 2 mobile phone, LG Bluetooth Swarovski headset, a leather mobile phone case as well as the DVD *The Devil Wears Prada*. This opening offer is rounded off by the Nokia Illuvial Collection, particularly appreciated by female customers, and to be followed shortly by the Motorola Dolce Gabbana Jalou. The comprehensive range of mobile phone accessories, music and film offers is also aimed at quality-conscious female consumers.





As in all 60-plus Orange sales outlets across Switzerland, there will also be particular emphasis on first-class service at the new Orange Centres at Globus stores. With [Orange Care](#), Orange is offering a comprehensive service in mobile communication. So why not update your mobile phone for an unlimited multimedia experience, while exploring the sensual world of fashion, beauty, and lifestyle?

High-resolution photos of the Oranges Centers in Globus and the opening offers are [available to download here](#).

For more information, please visit www.orange.ch

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