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## Bras N Things amasses 200 stores

04 May 2011

Bras N Things will open its 200<sup>th</sup> store on May 10, a milestone that comes in the brand's 25<sup>th</sup> year in retail.

The lingerie and sleepwear retailer will officially open its 200<sup>th</sup> store on Perth's Hay Street. The new store will be the retailer's West Australian flagship and include a broader range of product, a fresh store fit out and a specialist fitting service.

Bras N Things CEO Nicole Noye said the company was "thrilled" to have clocked up 200 retail sites.

"It is a proud moment in the history of Bras N Things and a monumental achievement for the brand," Noye said.

To publicise the Hay Street opening and 200 store milestone, Bras N Things will scatter 200 mannequins dressed in lingerie across Perth. Customers who retrieve the mannequins and return them to the Hay Street store will receive free product.

The retailer will also donate \$50 to the National Breast Cancer Foundation for every mannequin returned.

The first Bras N Things store opened in 1986 though the brand's retail growth strategy kicked into high gear from 1995 onwards. Currently, the business is jointly owned by BB Retail Capital and private equity partners and has stores across Australia and New Zealand.

Other retail brands in BB Retail's portfolio include accessory chains Diva and Lovisa.



Bras N Things: 200 stores across Australia and New Zealand.

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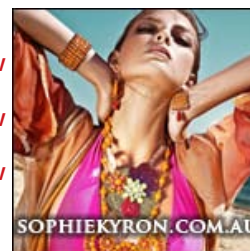


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- "CURRENTLY the business is jointly owned by....." Does this look like a For Sale advertisement??

**Bill** on 05-May-11 04:12 PM

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