

The best of

Intima

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EVENT
**THE BEST
OF INTIMA
AWARDS**
COMPLETE
REPORT
AND WINNERS

EXCLUSIVE
YOUNG
DESIGNER
ROUND TABLE

EXHIBITION
THE DEPARTMENT
STORE MUSEUM

FABRIC FOCUS
**BEACH
TRENDS 14**

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Wacoal



CJ Rubatscher *Bolzano, Italy*

AN INSTITUTION IN THE WORLD OF LINGERIE SINCE 1860, OWNED BY THE SAME FAMILY FOR FIVE GENERATIONS

C.J. Rubatscher managed to pass its sesquicentennial without even a wrinkle. This Italian shop is a landmark address in the world of retail lingerie. Located in Bolzano, in the bi-lingual region of Alto-Adige on the border with Austria, this boutique has been in the same family for five generations, and today it is up to Eva Ritter to lead the family business into the 21st century. Fully renovated in November 2010, the store boasts a roomy sales area, where time seems to stand still, thanks to its retro-style interior design. Antique wardrobes are used to display lingerie in a refined ambience that is dominated by delicate, neutral tones. The store's sales strategy also received a makeover: Eva decided to stop selling ready-to-wear in order to specialize solely on mens and womens intimate apparel, offering a wide range of lingerie, corsetry, hosiery and beachwear from the biggest names in the sector and presented on the sales floor with care and originality. To help her run the shop, Eva has a seven-person,

highly-qualified sales team. The store has managed to reinvent itself without ever losing touch with its root values – and even received a lifetime recognition prize from the 2012 Stelle dell'Intimo Awards, given out to the best Italian lingerie and beachwear boutiques, organized by our Italian sister-publication, *Linea Intima*.

Sales Area 1,600 sq. ft.

Among the Brands Offered

Lingerie, Night- and Loungewear: Calida, Chantelle, Christies, Cotton Club, Hanro, Imec, Lisanza, Mey, Oscalito, Passionata, Simone Pérèle, Van de Velde, Zimmerli, Alba, Luna di Seta, Paladini, Rösch, Tatà, Tenera Carlotta, Twin-Set, Verde Veronica, Verdissima
Womens Beachwear: Agogo, Maryan Beachwear, Valery
Mens Nightwear and Underwear: Ermenegildo Zegna, Julipet, Perofil, Tommy Hilfiger
Hosiery: Falke, Gallo, Girardi, Oroblu