

Press release

August 15, 2006

Glamorous fashion designer interprets underground subcultures

What happens when two complete opposites attract? One, an international renowned couture designer, a lover of life and a creator of beautiful and luxurious beach fashion. The others, rebellious and proud individuals from underground subcultures with uncompromising convictions and beliefs. On the face of it, the two worlds would never mix. But the reality was so different.

The result is a passionate affair and the birth of beach fashion never seen before. Unexpected and unique, **POISON by PANOS** defines a new provocative horizon in swimwear fashion. Founded on the union of high fashion and underground culture, the collection combines influences from Punk, Metal, Goth and Oi!, delivering a visually striking collection that is both sophisticated, uncompromising and true to its origin.

“People in common are often confined by boundaries of prejudice. My role as a designer is to exceed these boundaries in order to create progression” says Panos Papadopoulos, founder of Panos Emporio and head of the design department.

“To me, all groundbreaking design is rebellious by definition. I therefore set out on a mission to find the true rebels of today. Not before long I met with goths, skatepunks, streetpunks and metal heads. Penetrating these subcultures, I soon found out we had a lot in common; being true to our convictions and sharing a healthy disrespect for authorities and mainstream pre-packaged believes.”

Poison by Panos premiered on simultaneous events in Moscow and Athens last week and received an enthusiastic welcome by the press and public.

“Designing fashion for these individual and proud souls was a fascinating and challenging task that forced me to re-evaluate my personal definition of beauty, and I am truly proud of the result that is both commercial and true to the values I have come to embrace.”

Poison by Panos is a limited edition collection that will only be available through a few selected retailers in each territory.

For further information and photos, please contact:

Henrik Kool
PANOS EMPORIO AB
+46 31 727 22 70
pr@panos.com

Fact Sheet

PANOS EMPORIO

The company was started from scratch almost 20 years ago by Panos Papadopoulos, who is the head designer and CEO of the company. Panos was forced to flee from his native Greece because of his political conviction, and he created his swimwear empire in his new country Sweden. The success has been massive, and today the brand is marketed in approximately 30 countries around the globe, continuously expanding.

The reason for the huge success of the brand is Panos' unique concept, built on understanding the needs of the customer and adapting to them. For 20 years Panos has worked hard the whole year around to refine the process, focusing on an innovative design which is at the very front in leading the trends. This concept permeates not only the creation of the designs; it also marks the way the company works in other areas such as marketing, PR and product development, where innovative thinking and a speedy work process are in focus. Panos' way is to do things differently, with the need of the customer in focus, and always with a high service level.

The look of Panos' design is simple with sophisticated, clean lines and very high standards for good quality. Panos Emporio offers a wide selection of collections to be able to target all personalities and styles; its target groups ranging from infants to the men and the women who wish to be at the front line regarding the latest trends.

The strength of the company is that it succeeds in combining a high service level, a high quality, a unique design, a great fitting and a very reasonable pricing. None of its competitors manages to offer all of these aspects, and this has led to the fact that Panos Emporio has been able to build an extremely faithful customer base.

A lot of focus is put on building and maintaining a high quality distribution network. For each market the options are evaluated, before choosing the best possible option for that very market. This has led to different structures in different markets, but always with the quality in focus.

Since the start in 1986 the company has expanded across the world, continuously adding new markets. The concept has proven to work superbly in many different environments, thus enabling the expansion for the brand. In 2007 the export bid continues and in several new markets Panos Emporio is preparing to launch its successful concept.

PANOS EMPORIO is Scandinavia's leading fashion house specialized in beachwear and accessories. Founded in 1986 by Mr. Panos Papadopoulos, the brand is characterized by innovation and distinct design that breathes style, quality and individuality. This has earned the brand an extremely loyal customer base with dedicated followers ranging from Hollywood stars and top celebrity models to world famous athletes and royalties. PANOS EMPORIO is recognized worldwide with distribution on four continents in more than 30 countries and in thousands of retail shops.