



Bally Partners with Hyphen-Group for Digital Operations

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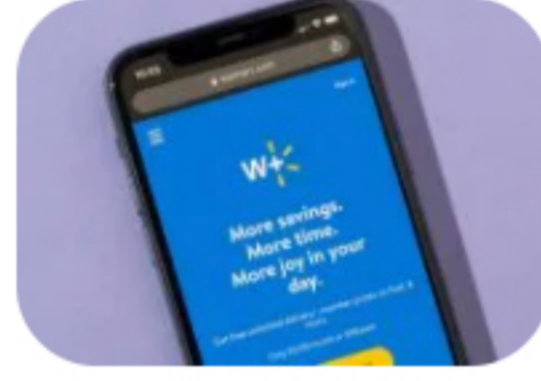



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Bally's next Autumn Winter sales campaign will launch via their digital showroom.

Today, Bally, the heritage Swiss luxury brand established in 1851, confirms its latest commitment to digital-led operations, in conjunction with digital transformation leaders, Hyphen-Group. Following the success of its digital showroom, designed and built by Hyphen-Group in the wake of the Covid-19 lockdown, the Company has strengthened its commitment to digital operations and is presenting its new Autumn Winter collections in this cloud-based environment.

"Since its establishment, Bally has always been focused on technological innovation and attention to sustainable practices. I am pleased to announce that the partnership with Hyphen has been a very successful one and that we will build on this important collaboration for the brand's digitization process. Together with Hyphen, Bally, through the founding of the LifestyleTech Competence Center, is honored to support and invest in the development of new sustainable technologies and innovations for future generations," Nicolas Giroto, CEO at Bally, added.

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