**PRIMARK LAUNCHES IN 12th MARKET AS IT OPENS STORE IN LJUBLJANA, SLOVENIA**

*Retailer opens store in Slovenia, creating 200 jobs*

**Belgium, June 13th, 2019:** Primark,the international retailer that offers Amazing Fashion at Amazing Prices, today opened a new store in the Slovenian capital, Ljubljana. This is the first Primark store to be opened in Slovenia, and marks the company’s entry to the Central and Eastern Europe (CEE) market. The opening brings the total number of Primark stores to 372 across 12 markets. Primark has previously announced plans for further expansion into the CEE market and has signed leases for its first stores in Poland and the Czech Republic.

The new store has created 200 jobs and spans 4,200 square meters of retail space across two floors of fashion. It features the latest trends in women’s, men’s and children’s fashions, including footwear and accessories, as well as lingerie, beauty and homeware. It also features Primark’s certified cruelty-free Leaping Bunny PS…Beauty range, as well as Primark’s sustainable cotton ranges which include pajamas, jeans and homeware. The store showcases Primark’s latest contemporary shop fit with 44 cash desks and 48 fitting rooms, free Wi-Fi throughout, as well as 2 customer “recharge” seating areas for an enhanced shopping experience.

Employees in ‘back of house’ will enjoy open spaces designed with modern features and comforts such as a ‘Recharge café’ with a kitchen area and bright décor. This space is designed to feel like a home away from home for employees.

**Stephen Mullen, Retail Director at Primark said:** “We are delighted to open our new store in the Slovenian capital of Ljubljana. The opening marks our 12th country of operation and we’re excited to bring Amazing Fashion at Amazing Prices to the people of Slovenia and beyond.”

**ENDS**

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**For more information:**

Website: [www.primark.com](http://www.primark.com)

Social Media : [Twitter](http://www.twitter.com/primark) / [Facebook](https://www.facebook.com/Primark) / [Instagram](https://www.instagram.com/primark/?hl=en)

**About Primark**

Primark is an international retailer that offers the latest fashion, beauty and home ware at the best value on the high street; put simply, Amazing Fashion at Amazing Prices. First established in Dublin in 1969, we currently have 372 stores, with over 15 million square foot of selling space, across 12 countries: The Republic of Ireland, the UK, Spain, Portugal, Germany, the Netherlands, Belgium, Austria, France, the US, Italy and Slovenia. We employ over 75,000 people and in our last financial year (FY17/18) we opened 16 stores creating over 4,500 new jobs and received over 43,000 job applications for these stores.

People often ask how we can offer great products while keeping prices so low. It’s because we run Primark a bit differently to other businesses. No big brand marketing campaigns. Only selling our products in-store – so no online shopping or delivery network. And always saving on the small stuff – like simple hangers and price tags to keep costs low. That means we can offer great prices while always taking care of the things that really matter.

For more information about our approach to running our business and meeting our social responsibilities, visit our website [here](https://www.primark.com/en/our-ethics).