

# FUSALP, THE FRENCH LUXURY FASHION SKIWEAR BRAND SINCE 1952, UNVEILS ITS FIRST BELGIAN FLAGSHIP IN THE HEART OF BRUSSELS

FOR IMMEDIATE RELEASE



Fusalp continues its expansion in Europe by announcing the unveiling of its new **flagship boutique in Brussels, Belgium** on the prestigious Avenue Louise. The 200 square meter boutique will house the brand's Fall/Winter 2021-2022 collection, including ready-to-wear, ski and accessories for men, women and children, from November 2021.

This opening is aligned with Fusalp's willingness to offer clientele with contemporary lifestyles, technical yet affirmed, elegant and fashionable clothing inspired by its original Alpine skiwear know-how. Dillon Garris, in charge of the brand's architectural concept, has created a unique retail experience, adopting the codes of the Fusalp universe, with a nod to the 1950s and to the great designers of that time such as Charlotte Perriand and Jean Prouvé. Raw materials, such as oak wood, copper and black metal, create a refined and warm atmosphere. Yet, the architecture remains true to the original structure, with high beam ceilings and enveloping glass roof. Bold visuals from the brand's Fall/Winter 2021-22 campaign are highlighted throughout.

The Fusalp silhouette is **dynamic, garments are highly technical, versatile and well constructed** in carefully selected light materials that **accompany movement**. The signature cut is sharp, fitted, and sculpts the body, and the heritage color palette is enriched each season by new seasonal hues.

Since Sophie Lacoste, her brother Philippe Lacoste, and Alexandre Fauvet took over Fusalp in 2014, the brand, that will be celebrating soon its **70 years of heritage and savoir-faire**, has experienced constant growth. A favorite of Alpine skiers and customer with dynamic lifestyle, Fusalp today creates clothes for the slopes and the city, for winter as well as summer. Its design identity resonates with the expectations of a **loyal community of connoisseurs**, in Europe and internationally.

*Fusalp Belgium | 78 Avenue Louise, 1000, Brussels, Belgium*

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About Fusalp

*Fusalp was born in 1952 in the heart of the French Alps. Since its creation by a duo of tailors in Annecy, the brand has revolutionised Alpine skiwear by creating the first technical stirrup pants that was worn by the French ski team in the 60s. Iconic partner of the greatest alpine skiing champions, Fusalp has since tirelessly worked on achieving the perfect balance between technicality, comfort and style. A design signature that reflects a community of faithful and demanding connoisseurs in France and abroad. Through its collections, Fusalp celebrates the art of movement, a movement inspired by Alpine skiing and adapted to our modern urban lifestyles. The Fusalp collections can be found in the brand's 50 stores over 25 countries. Also available on fusalp.com.*

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