STRADIVARIUS

Air Club

/23 October, 2024

Stradivarius celebrates with an event its next opening in Berlin

The guests, many of them dressed in the brand's outfits, enjoyed the Stradivarius Air Club event, inspired by an airport, in which they paraded along the runway, got to know the key items of the season in the showroom and enjoyed different activations during the night, such as a photo booth or a personalisation of tags for the suitcases.

For the first time, the brand broadcast the event in a live shopping format hosted on the Stradivarius app. The influencer @hanna.mrie, acted as host and was in charge of interviewing the guests who passed through the photocall and commenting on their looks.

The brand, which opened its e-commerce in the country in 2011, opened its first physical shops in Germany at the end of 2023. It currently has shops in Hannover (Große Packhofstraße), Stuttgart (C.C. Milaneo, Mailänder Platz 7) and Dresden (Centrum Galerie, Prager Str. 15), and will open its Berlin shop (C.C. Alexa, Grunerstraße 20) on 7 November.