



oh-oh OPENING!

Monki Online Store Unleashed Now

A whole new world online! International retail brand Monki has finally launched Monki Online Store. We are making our quirky story-based concept available online to a total of 18 countries all over Europe.

“We experience high demand for our design,” says Monki Chief Operating Officer Henrik Aaen. “Therefore we have chosen to launch our online store in 18 countries at once. It is a stimulating challenge we have taken on, especially seeing that we do not have physical Monki stores in over half of these countries.”

This bold swoop will enable monki friends to shop the Monki design online in Sweden, Denmark, Finland, Germany, Austria, Belgium, the Netherlands, Poland, the Czech Republic, Hungary, Slovakia, Slovenia, Italy, Spain, Portugal, France, Ireland and the UK.

“Our online store enables us to give our customers access to the entire Monki collection, at any time”, Henrik Aaen comments. “Monki has been expanding very quickly since day one. With an online store of our own we can speed up that expansion even more. Of course, we are thrilled about that.”

♥ **MONKI IS A STYLE CONCEPT.** A wild flirt between street style and Scandinavian fashion sense, a fashion made for people wanting to express who they are through what they wear. Prices range from € 6 – € 130.

♥ **MONKI IS AN EXPERIENCE.** Our stores, our thoughts, our plans are all part of a distant universe where sunken carousels, toxic plants and destroyed cities will seduce you.

♥ **MONKI IS A CREATIVE HUB.** We invite our friends to spread the experience of Monki. Together, we make TV, publish magazines and launch our own DJ:s... Thank you, Susie Bubble, Indigo Clarke, Les Mads, Bon Magazine, Plastic Media, Mademoiselle Robot and all our other wonderful monki girls!

Founded in 2006, Monki has exploded into an international retail chain in just five short years, with 53 physical stores in eight countries; *Sweden, Norway, Denmark, Finland, Germany, the Netherlands, the UK and Hong Kong.* Monki is the feisty, quirky little sister of Weekday and Cheap Monday. The companies are owned by H&M.