

Press release

Fashion adventure by Banca Intesa and XYZ Premium Fashion Store

Magnifica Fashion Preview for Banca Intesa clients

Belgrade, March 22, 2012 – Seeking to once again push the boundaries of personalized service and provide users of its most prestigious service model Intesa Magnifica with superior fashion experience and highest quality service, Banca Intesa teamed up with multi-brand designer clothing company XYZ Premium Fashion Store to organize a unique fashion event, Magnifica Fashion Preview.

On the fashion journey through the XYZ world, Banca Intesa clients were presented the latest collections of Armani Collezioni, Armani Jeans, Bikkembergs, Boss, Burberry, Cerruty 1881, D&G, Emporio Armani, Jimmy Choo, Juicy Couture, Pinko, Polo Ralph Lauren, Red Valentino, Salvatore Ferragamo, Tommy Hilfiger, Ugg and Z Zegna brands and the leading fashion trends for spring-summer 2012. In addition to getting to see the latest in fashion for the upcoming season, the users of the Intesa Magnifica product and service package had the opportunity to shop following the advice of prominent fashion stylists. Official Intesa Magnifica brand ambassador Aja Jung, a ballerina, choreographer and manager of the Belgrade Dance Festival, also took part in this exclusive fashion event.

XYZ Premium Fashion Store is a leading multi-brand store in this region. Today, we can be proud to announce the celebration of the third anniversary of this regional fashion centre. Over the past three years, designer clothes from the catwalks of Milan, Paris, New York and London have become available to numerous customers in Serbia. In addition to the best fashion shopping of designer brands, XYZ Premium Fashion Store also offers its clients a unique convenience based on personal approach, whereas the concept of luxury is extended to the space as well, through the use of the finest fabrics, sophisticated lighting and comfortable changing rooms.



Banca Intesa introduced the Intesa Magnifica service model in the second half of 2011, providing its clients with personalized services, always available assistance in financial operations and bank transactions, a set of custom-made banking products, favorable commercial terms and maximum time saving, as well as personal advisor expert assistance in separate space at 23 selected branch offices.

“Our prestigious banking concept Intesa Magnifica is providing clients with personalized service of the highest standards and individual and more flexible approach to banking. This specialized service model is the result of our innovative approach to doing business and our constant drive to always work on improving our offer by recognizing the needs of our clients and tailoring products to their demands. When we launched Intesa Magnifica, we promised our clients we would provide them with more than they can expect. I am confident that Magnifica Fashion Preview is yet another confirmation of this promise”, said Riccardo Parasporo, member of Banca Intesa Executive Board and Head of the Retail Division.