

## Makeover for Debenhams Korivos



As it enters a new phase of reorganisation and development, the Ermes Group, a member of the Cyprus Trading Corporation (CTC) Group, is focusing on activities that provide greater marketability, offer more to consumers and make for better profit margins. A significant aspect of the Group's new policy is the upgrading of its points of sale and, to this end, refurbishment work begins this week on Debenhams Korivos in Pafos.

This follows a similar significant investment by the Ermes Group in Debenhams Zenon in Larnaka, which was completed in December 2016. The work in Pafos aims to improve the customer experience in the department store, by offering a substantially bigger variety of fashion items, enhancing its already broad cosmetics range and creating a new Toys Department. In the framework of these changes, the Food Section at Debenhams Korivos is being discontinued.

The addition of many well-known fashion brands to those that are already available is expected to give visitors an entirely new in-store experience. The new brands include Celestino, Quiz, Orsay and Cortefiel, Peacocks (womenswear), Tom Tailor and Cortefiel (menswear), Cool club and OVS (childrenswear), Marika (athleisure),

Women's Secret (lingerie) and The Entertainer (toys by the eponymous UK company).

The project in Pafos is part of the Ermes Group's overall two-year investment plan, which includes significant upgrades to most of its points of sale, which will, to a great extent, refresh their present image and make them popular shopping destinations.

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