

# Anatomie opens first travel retail store at Venice Marco Polo



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Described as a new world of comfort and style, Anatomie has opened its first airport store at Venice Marco Polo in partnership with Lagardère Travel Retail.

The first and only apparel brand recognized by Forbes travel guide and one of the fastest growing companies in the USA, Anatomie is poised to capture the hearts and minds of today's modern adventurers through an edited travel concept flagship boutique.

Anatomie was born in the world of performance sportswear, hence its French and Italian fabrications are engineered wrinkle-free, lightweight, packable and easy care. The brand's selection creates the perfect grab and go carry on wardrobes for both men and women who like to mix and match, travel light and do more with less.

Each customer receives a packing cube or backpack as a gift with purchase, since the company does not use tissue or paper bags. For more than a decade, the apparel brand has sold to luxury specialty stores and hotels around the world and worked to master what the 21st Century wardrobe can look like for everyone on the go.

An elevated experience above the athleisure trends' aesthetic, the in-airport store features a travel pant fitted by VIP stylists, tailored functional jackets and easy tops for layering. With six pieces that weigh no more than 2.5 pounds, a true minimalist dressing and packing has never been easier. A white box store layout with rolled up, visible inventory, his and her closets and pre-packed outfits in every size creates a powerful brand statement.

An interactive fashion mirror allows passengers to play, take selfies and try on outfits virtually. A QR code is sent to users for those interested in at-home printing, sharing on social media and/or creating vision boards.

True to Anatomie's mission statement to empower and inspire adventure in comfort and style, a large screen plays the "around the world in Anatomie" lifestyle movies 24/7/365 with a QR code landing to its website: [www.anatomie.com](http://www.anatomie.com).

"We cannot wait to launch. We have worked over a decade to listen and learn and finally be so good at what we do, while forever changing the way people think of dressing and packing. We are grateful to the Lagardère team for giving us this opportunity and hope this is the first of many around the world," says Kate Boyer, Co-Founder & CEO, Anatomie.