



## FALCON LIFE & STYLE

FALCON's first Concept Store - situated in the historic center of Zell am See - has opened its doors November 15th, 2016.

The Store offers a selective range of Premium Casual Fashion and Accessory Brands, an exclusive contemporary perfume line and custom-made hand-knitted and hand-tufted carpets.

The 460 square foot space is divided into 3 floors and full of exclusive details - a place where the customer could fully experience the FALCON's most special attributes and values.

Mens fashion and accessories can be found on the ground floor and womens fashion and accessories are located on the 1st floor. The basement is dedicated to denim, casual fashion and sports and houses a Denim Customization Lab which allows customers to personalize their favorite pieces.

## VISIONARY POWER

Designed by the Vienna based architects Smertnik & Kraut and build by Infracom | Project Development the primary concept of the shop is to offer the customers a unique, transparent and comfortable shopping experience .

Our architects gave the concept of Industrial Chic a very new meaning by using high end materials, premium fabrics and daring yet refined shapes and lines and playing with both conventional and unconventional codes of decorating. It's a warm, vintage-inspired environment, a reinterpretation of luxury for a modern generation.

## SPECIAL SERVICE

Free parking @ Rathausgarage  
Personal Shopping

## OPENING HOURS:

Monday to Saturday: 9am to 6pm

FALCON LIFE & STYLE  
Dreifaltigkeitgasse 3  
5700 Zell am See