



The only expert Department Store body in the world

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## ANNOUNCEMENT

### **Falabella Retail, South America's retail giant and a global omnichannel pioneer, joins the International Association of Department Stores.**

**Falabella Retail, part of the Chilean multinational company Falabella S.A. Group, renowned for its cutting-edge omnichannel approach seamlessly blending offline and online sales, unwavering commitment to sustainability, and magnetic appeal to top regional talent, officially joins the IADS. This membership will be formalised at the 65<sup>th</sup> Association General Assembly in Istanbul this November.**

From humble beginnings as a tailor's shop in 1889, **Falabella Retail** has evolved over 135 years into South America's retail powerhouse. Today, it caters to 15 million customers, offering a curated selection of over 160 international, local, and exclusive brands, alongside a diverse range of private labels spanning fashion, technology, and home categories. Standout names include **Sybilla**, **Basement** or **Americanino**. Its network of 103 department stores across Chile, Peru, and Colombia forms the cornerstone of a sophisticated retail ecosystem, seamlessly integrated with digital platforms and financial services to deliver an unparalleled experience to South American shoppers, particularly the millions enrolled in its loyalty program.

In 2021, Falabella unveiled its crown jewel: a flagship store in Santiago de Chile's **Parque de Arauco** open-air mall. This retail behemoth, the largest in South America, stands as a beacon of sustainable retail innovation. Boasting LEED Gold certification from the **US Green Building Council**, the store achieves impressive energy savings of 31% and water conservation of 51% through innovative design and equipment, all while elevating the shopping experience. Sprawling across 25,000 square meters, it offers over 40 distinct retail experiences, including cutting-edge augmented reality installations and lightning-fast automated click-and-collect services. This flagship epitomizes Falabella's broader sustainability drive, which includes 39 LEED-certified stores across the continent and a robust commitment to circular fashion through its **Taller F** customization, repair, and transformation workshops.

Falabella's reputation for quality and creativity in its private labels is matched by its ability to attract top global talent. The group's unwavering focus on training and upskilling its 24,100 associates across Chile, Colombia, and Peru is exemplified by programs like **Escuela F**, which hones skills in product development, store management, and planning.

**Ms Kamshim Lau**, Executive Director of **Lifestyle International** (Hong Kong SAR) and President of the **IADS** said: *"I am pleased to welcome Falabella Retail back to our esteemed association. As South America's largest department store chain and a global frontrunner in omnichannel sales, Falabella brings invaluable expertise and a rich history of excellence. We are excited to continue our collaboration and work together towards the growth and success of department stores worldwide!"*

**Mr Francisco Irarrazaval**, Corporate CEO of Falabella Retail, said: *"This alliance will allow us to share insights with the world's leading retailers, gaining a first-hand understanding of the latest trends and best practices, which will enable us to continue leading changes and responding to our customer's needs. This reinforces our commitment to put the customer at the centre of our decisions and our objective of having an active participation in addressing the current challenges of the industry worldwide."*

By joining the IADS, Falabella Retail will contribute its unique insights to the rich tapestry of knowledge shared among the world's leading department stores. Within the IADS framework, members collaborate to craft strategic and practical solutions to key industry challenges, from enhancing omnichannel capabilities and loyalty programs to optimizing private label efficiency and driving broad-scale innovation.

### **About Falabella Retail**

In accordance with its vocation to offer the best shopping experience of all times, Falabella Retail is the leading physical-digital ecosystem in the region. It has 103 stores distributed in Chile, Peru and Colombia and an e-commerce platform that brings together in one place the offerings of Falabella, Sodimac, Tottus and thousands of sellers. It employs more than 24,100 employees in the region, serving more than 15 million customers.

More information in our press room: <http://www.falabellaretail.falabella.com/>

### **About IADS**

The International Association of Department Stores (IADS) is the only expert body specializing in the department store retail format in the world. Consisting of leading department store members located around the globe, the Association acts as an international network, facilitating exchange and communication between IADS members, and conducts research to address current challenges department stores are facing to provide actionable insights for its members.

Today, IADS permanent members include Bloomingdale's (USA), Centro Beco (Venezuela), Beijing Hualian Group (PRC), Boyner (Turkey), Breuninger (Germany), Chalhoub Group (UAE), El Corte Inglés (Spain), El Palacio de Hierro (Mexico), Falabella (Chile, Colombia and Peru), Galeries Lafayette (France), Lifestyle International Holding (Hong Kong), Magasin du Nord (Denmark), Manor (Switzerland), The Mall Group (Thailand). These retail leaders are joined by a network of other department stores and retail companies as corresponding members.

Together, the IADS members, all key players in their respective markets, create a landscape of various business models and cultures and represent more than €35bn cumulated annual turnover, achieved through more than 514 stores with 181,000 associates in 23 countries.

Through its own activities and partnerships with NellyRodi, The Style Pulse, Retail Hub and RH-ISAC, the Association constantly stays up to date on its members' questions and challenges and generates solution-driven problem-solving processes for its members so that they are prepared to face the future of the retail industry.

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