



MO opens its first New Design shop

Sonae strengthens its backing for MO



MO, which is an important development for Modalfa, the largest Portuguese clothing chain, has just opened its 1st shop with full implementation of its own design and image. After the light remodelling of its 95 shops nationwide, Vila do Conde was chosen as the site for the implementation from scratch of the design, which is completely new and distinctive.

The new design is characterised by the simplicity of its spatial arrangement, the light colours and quality of the fixtures and murals, displays of details that inspire and, above all, the life that the products acquire in the shop.

This new design will now be rolled out to all other outlets in Portugal and abroad.

Visit an MO shop and dress your family in style at affordable prices.