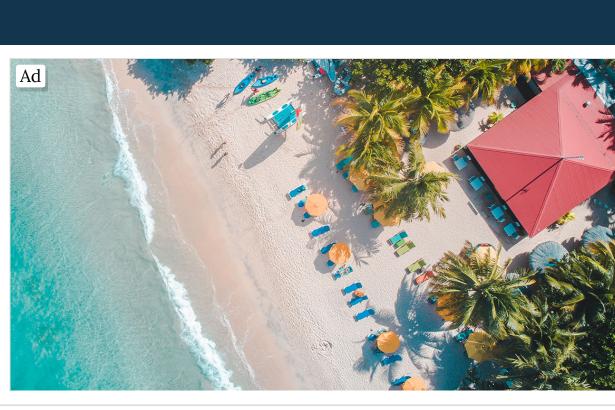
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WAR IN UKRAINE

Paul Smith fashion brand pulls out of Russia after criticism

Thursday February 02 2023, 9.40pm, The Times

Ali Mitib



Paul Smith, the British fashion house, is pulling out of Russia following a backlash after its stores remained open despite President Putin's invasion of

The Nottingham-based fashion giant, founded in 1970 by Paul Smith — who was knighted in 2000 – allowed its stores to open under a franchise agreement while

other British brands withdrew from the country following the invasion in February last year. Stores remained open in Moscow and St Petersburg, an investigation by the Daily Mail found. The brand has now admitted supplying stock to Mikhail Kusnirovich, a Russian retail magnate, since the invasion and pledged to end the commercial

relationship immediately and shut its stores.

supplies to the distributor."

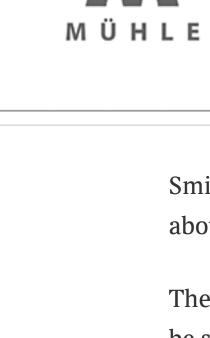
Best of Times Our flagship newsletter featuring our top stories and analysis, delivered every morning. Sign up with one click "The company does not trade directly with <u>Russia</u>, but, for two decades, we have

had a franchise partner who operates stores in Russia," a spokesman said. "We

now realise it was a mistake to allow these stores to continue trading in our name against the background of the war in Ukraine.

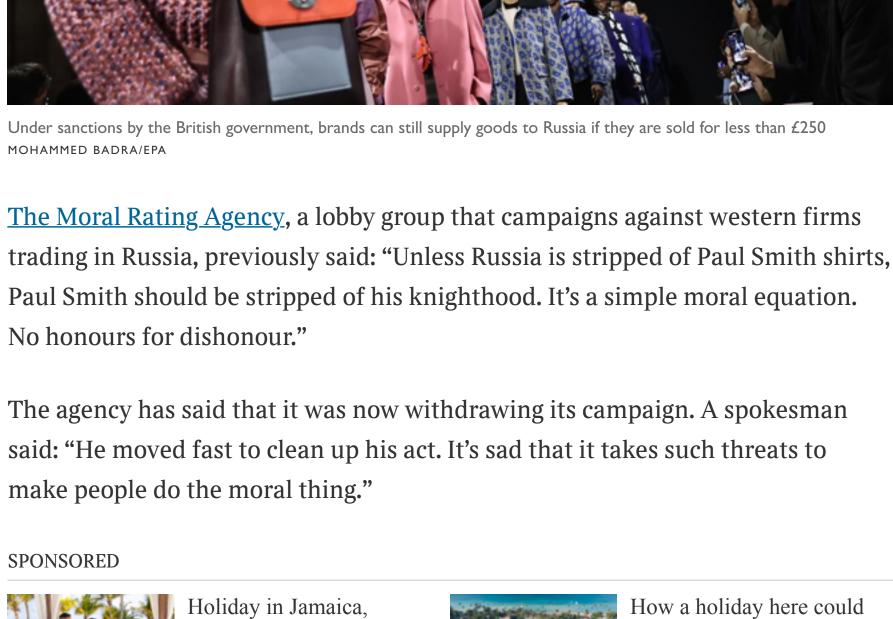
"We have requested that these stores are closed and we have now ceased all

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renewed his calls for Rolls-Royce, the car and aircraft engine manufacturer, and Agent Provocateur, the lingerie retailer, to withdraw from Russia. "This must serve as a warning to other western brands who are continuing to trade in Vladimir Putin's Russia," he said of Paul Smith.

Under sanctions by the British government, brands can still supply goods to

Russia if they are sold for less than £250. There is no suggestion that Paul Smith

Bob Seely, the Tory MP for the Isle of Wight, applauded the move, telling the

Daily Mail: "Credit to Paul Smith for finally doing the right thing." Seely

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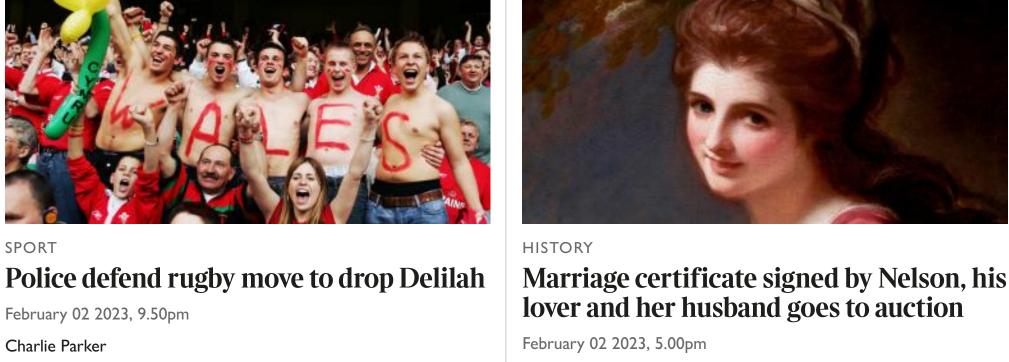
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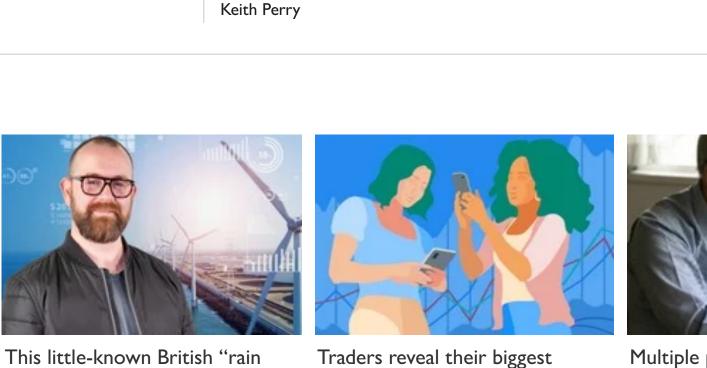
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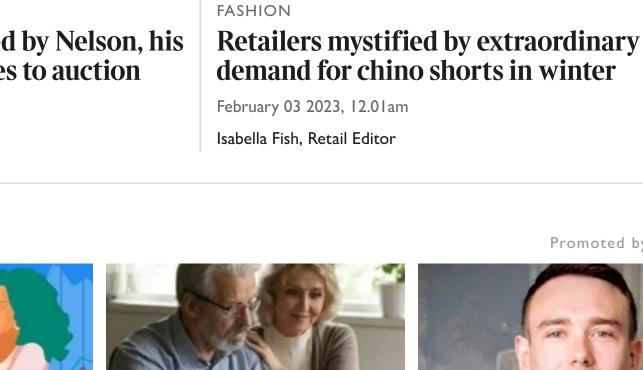


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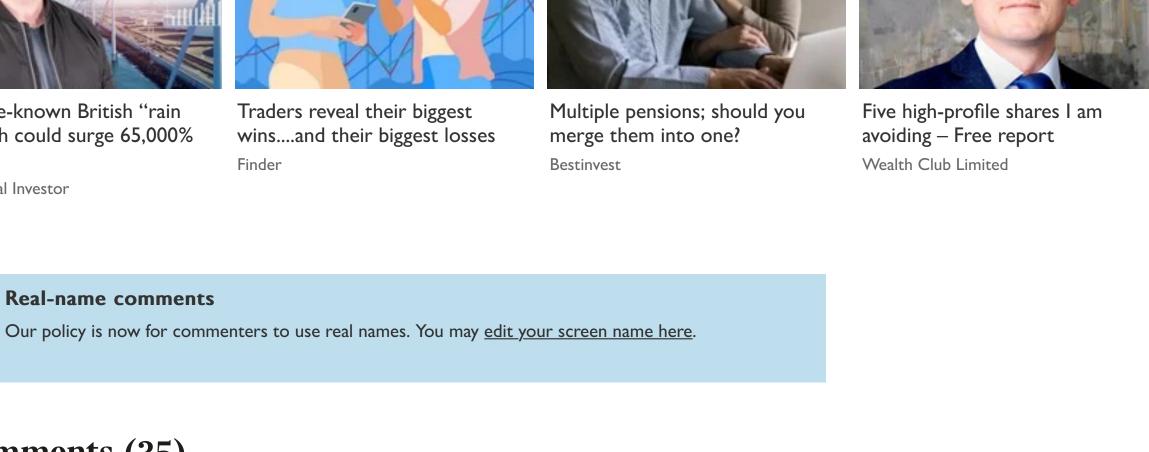
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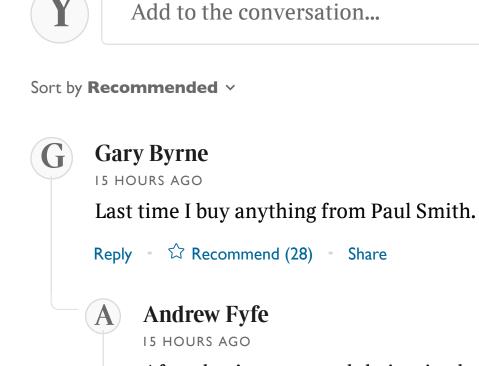
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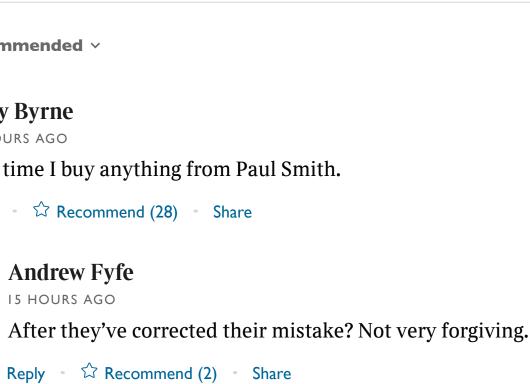
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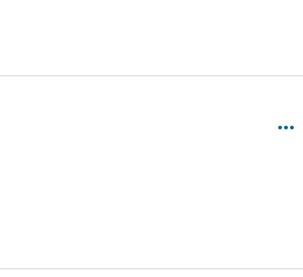
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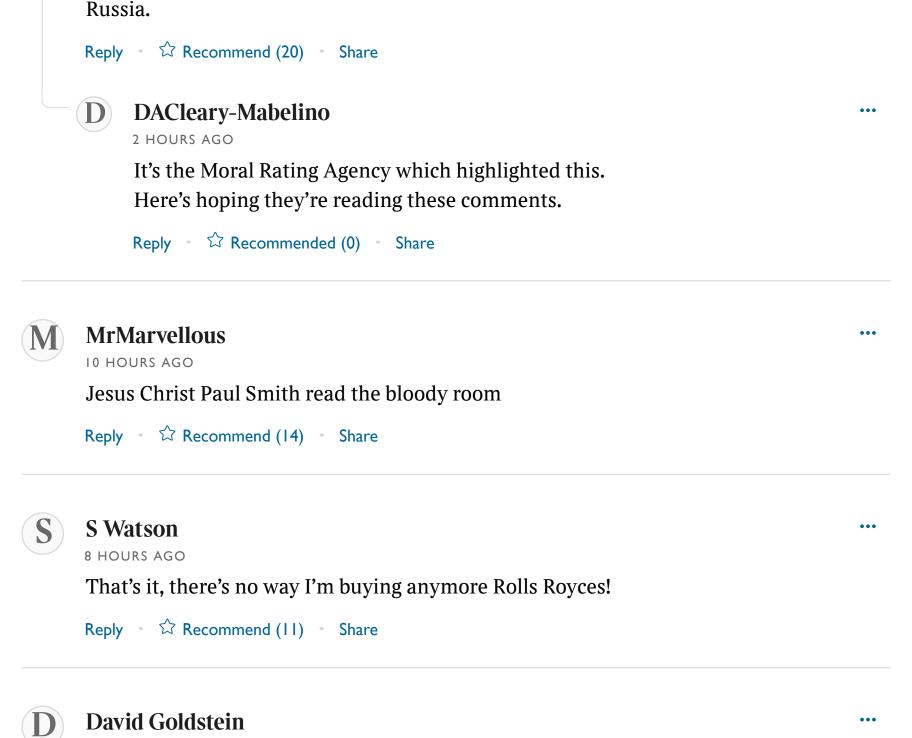
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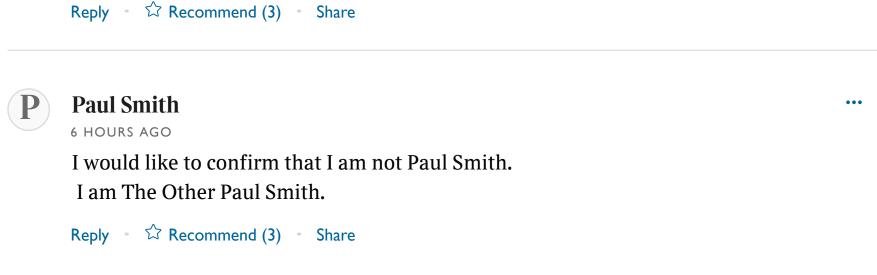
A quick look at the Aviapark website (a shopping mall near Moscow) and the only

remaining British brand that I recognise is Elemis London; they still have a store.

Perhaps The Times could ask this company what they're still doing using their brand in



Cannot believe they stayed open, that is terrible, will not purchase from them again



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""Credit to Paul Smith for finally doing the right thing."

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