Scores of international brands are suspending their activities in Russia, and among the most recent in taking this decision is Spanish bridal wear label Pronovias. In a brief statement published on its social media accounts, Pronovias has announced the “temporary cessation” of its business operations in Russia, as a direct consequence of the international crisis triggered by the invasion of Ukraine.

On Sunday March 6, Pronovias stated it was stopping its activity on the Russian market (where it is distributed via a multibrand retailer in Moscow), indicating that it would fulfil any orders placed before the start of the war in Ukraine.

“We will continue to honour our commitment to the Russian brides who ordered their wedding dresses before the start of the conflict. Love will overcome war,” said Pronovias.

Pronovias is following in the footsteps of many other global labels. In Spain alone, Mango was the first to commit last Thursday, when it announced it was closing down its 55 monobrand stores in Russia, as well as stopping e-tail activity and goods delivery.

On Saturday, Inditex and Tendam followed suit: the Galician group, owner among others of Zara, said it was closing its 502 stores in Russia, while Tendam, the group that owns department stores Pedro del Hierro and Cortefiel, among others, announced it was stopping its activities in the country, where it operates some 50 stores.

Catalan jewellery brand Tous, which has about 60 stores in Russia, did likewise. “Given the current situation and the operational difficulties it is causing, Tous is temporarily halting its activities in Russia. The group is closing down its stores, as well as its e-shop,” stated Tous in a press release published on March 5.

The fashion industry as a whole is acting along the same lines: from luxury giants LVMH, Kering and Chanel, to retailers like H&M and Bestseller, a large number of corporations have recently decided to stop trading on the
Retailers like H&M and Bestseller, a large number of corporations have recently decided to stop trading on the Russian market.

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