

## Evonik helps Victoria's Secret flagship store build colorful façade

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The global lingerie brand Victoria's Secret (VS) opened its first China flagship store in Shanghai this March. The façade of the four-story building uses about 1,500 square meters of PLEXIGLAS® sheets produced by Evonik Industries. When the lights are turned on at night, the whole building shines with the iconic pink color of Victoria's Secret and becomes an impressive sight on Huaihai Road.

Thanks to its high light-transmission and excellent flexibility, PLEXIGLAS® sheet was the designer's first choice for the VS store design. PLEXIGLAS® boasts a light transmission of up to 92% and presents a crystal clear appearance. The surface of the sheet is elegantly engraved with clean lines, enhancing the distribution of light in varied settings—thus the curtain walls shimmer dazzling light.

"Compared with glass, PLEXIGLAS® not only has higher light-transmission, but it also has outstanding weather resistance. With these properties, the materials retain high transmission even after being exposed to the sun for a long time," said Jones Ma, the project manager from MBM Construction Curtain Wall Engineering Ltd. "Evonik offers a 30-year guarantee that the transparent material will not turn yellow outdoor. This meets our requirement for long lasting façade."

While glass curtain walls overrun the market today, PLEXIGLAS® has injected new elements into exterior, landscape and interior design. Mr. Benjamin Ling, Senior Vice President of Evonik Performance Materials Asia Pacific, is confident of the prospect of this material, "Nowadays, as people increasingly focus on the combination of functionality and aesthetics, PLEXIGLAS® improves design freedom and diversification, making our lives more colorful."

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## About PLEXIGLAS®

PLEXIGLAS® is one of the world's most precious and versatile plastics. It can be manufactured with many different functional properties and surfaces, offering high transparency, light diffusion, light focusing, sight screening, heat reflection, heat shielding, heat insulation, sound reflection or mar resistance.

The application of PLEXIGLAS® is very broad, including Lighting, Architecture, Shop fitting, Signage, Electronic and Transportation etc.

Evonik Industries is a worldwide manufacturer of PMMA products sold under the PLEXIGLAS® trademark on the European, Asian, African and Australian continents and under the trademark ACRYLITE® in the Americas.

## Company information

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Profitable growth and a sustained increase in the value of the company form the heart of Evonik's corporate strategy. Its activities focus on the key megatrends health, nutrition, resource efficiency and globalization. Evonik benefits specifically from its innovative prowess and integrated technology platforms. Evonik is active in over 100 countries around the world with more than 35,000 employees. In fiscal 2016 the enterprise generated sales of around €12.7 billion and an operating profit (adjusted EBITDA) of about €2.165 billion.

Evonik Industries has been producing specialty chemical products in the Greater China region (Mainland China, Hong Kong and Taiwan) since the late 1970's; with wide-ranging trading relations already in place prior to this in the region. Evonik regards Greater China as one of the driving forces of the global economy and we consequently endeavor to grow our business in the region. The company now has around 3,000 employees in the Greater China region, the regional sales reached about €1.3 billion in 2016.

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