

Mad rush at Coin for the Napapijri jacket

Pubblicato: Martedì 29 Novembre 2011



The department store **Coin**, in Varese, was taken by storm this morning, as the crowds made a mad rush for the special sale of **Napapijri Democratic jackets**, a limited number of which (5000) were on sale in 44 Coin stores throughout Italy, at the price of €10.

From 7 a.m. this morning, the young, but also the not so young, began waiting in line to obtain one of the approximately **125 jackets** that had been allocated to the Varese store, which normally sell at as much as €200. Distribution of tickets started at about 8 a.m., but, despite getting up at an ungodly hour, many were left **empty-handed**. A lot of people complained about the "undemocratic" behaviour of the line and about the ticket distribution method, which did not favour those who had arrived first, but those who pushed more.

Luca Merlini, the director of the shop, said, "We organised security from 7 a.m., but we didn't expect to see so many people. Among the young and very young, the news was spread on the **social networks**. For us, the initiative has been a success, and we're trying to satisfy everyone, as far as we can. We're sorry for those who won't be satisfied, but the 5000 items were distributed to shops throughout the country."

Redazione VareseNews
redazione@varesenews.it