

Schwitzke

Press release February 2014

Schwitzke Group showcases projects with a joint exhibition stand at the EuroShop

Düsseldorf, February 2014 – For the first time, the Schwitze Group is exhibiting at a joint stand at the EuroShop in Hall 12, Stand 12C19 showcasing a host of projects for national and international clients such as Hollister, Tommy Hilfiger, Esprit, Navyboot, Printemps, Breuninger, Douglas, Nivea, FC Schalke 04, Bose and Pasing Arcaden.

The entire spectrum of services offered by member firms specializing in the areas of branding and marketing will be presented at the stand. The Düsseldorf business group supports the entire retail process at the point of sale: from strategic brand consulting and communication, to design development all the way to the professional construction and implementation of holistic store concepts, successful brands are supported worldwide. Almost 25 years of experience in retail and an internationally positioned corporate structure with subsidiaries in Berlin, Dubai, Krakow and Paris make the Schwitzke Group an integral part of the retail sector.

The architecture and design company Schwitzke & Partner was founded in 1989 with the main focus being brand architecture. In the course of several years, the company established itself as one of the top addresses in the retail business, won several national and international brands as clients and realized a variety of prizewinning projects – just recently Breuninger's exclusive department store in Düsseldorf won the "Store of the Year 2014 award in the category Fashion". In 2002, the subsidiary Schwitze Project was founded as a general contractor for the construction and refurbishment of retail spaces. The communication design company Schwitzke Graphics followed followed in 2010 as a further subsidiary. Today, the Schwitzke Group covers all services in the retail business and offers clients holistic trade concepts. Due to their vast market knowledge, size and experience the group is acknowledged as one of the outstanding companies of its kind in Europe. With 180 employees, it is continuing to expand its activities and supports renowned brands such as Uniqlo, Hollister, Tommy Hilfiger, Bose and Nivea worldwide. In 2012/2013, the company group generated a turnover of over €55 million.

Karl and Klaus Schwitzke, the managing directors, comment on the most important current trends in store design: "Right now there are two trends that are influencing the German retail market enormously: on the one hand increasing internationalization and on the other hand the Internet. Both factors boost competition and change store design. As a retailer, your only chance is to inspire your customers for the brand with individually designed store concepts – strong brands working together with the best designers to create competitive advantages.

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About the company

Headquarters	Schwitzke GmbH architecture branding construction Tußmannstraße 70 D-40477 Düsseldorf
Founded	1989 in Düsseldorf
Employees	200
Group's turnover 2012/2013	55 million euro
Number of projects	about 650 per year

History

2014	Founding of Schwitzke Lab GmbH for strategic brand consulting
2013	Founding of Schwitzke France SARL to open up the French market
2012	Pasing Arcaden with mfi. Awarded prizes "Best New Shopping Center in Europe" (ICSC award) and "Best International Retail Development" (International Property Award)
2011	Founding of Schwitzke Gorski GmbH in Krakow to open up the Eastern European market
2010	Internationalization: Schwitzke Project becomes general contractor for international brands entering the German market: Hollister, Cotton, Bose, Tommy Hilfiger
2010	Founding of Schwitzke Graphics GmbH for store branding and in-store communication
2008	Founding of Schwitzke & Partner branch office Dubai to open up the Middle Eastern and Asian markets
2007	With shop fit-out for Tom Tailor reaching the € 50 million turnover mark
2006	Founding of Schwitzke GmbH as a holding company for further steps in expansion
2003	New design for the KaDeWe in Berlin
2002	Founding of Schwitzke Project as general contractor for store fit-out
Starting 2000	Acquiring further market segments: tourism, financial service providers, cosmetics (Clients are among others TUI, Advance Bank and Douglas)
1997	Cooperation with large retailers such as C & A, Wöhrl, Sinn, Leffers, Kaufhof, Karstadt, Ludwig Beck
Starting 1996	Winning clients from the luxury segment: among others Hermès, Burberry and Yves St. Laurent

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- 1992** For Ipuri, the firm develops the first German concept store
- Starting 1991** Shop-in-shops among others for Street One, S. Oliver, Gerry Weber, Esprit
Awarded prize Most Innovative Store from the German Architecture Museum
- 1991** Klaus Schwitzke joins the management board
- 1989** Karl Schwitzke opens Schwitzke & Partner as architecture and design firm for retail and store concepts

Interviews or an appointment to meet with the managing directors during the EuroShop can be arranged at any time. Please contact Schwitzke Group's press office.

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