

**Press information December 20, 2013**

## **New store for the fashion label Mohito in Zakopane, Poland**

Düsseldorf/Zakopane, December 20, 2013 – The fashion label Mohito opened a new store in the Polish winter sports resort Zakopane on November 30. Schwitzke & Partner refreshed the trend label's look and supported the shop fit-out on site in collaboration with the Polish subsidiary Schwitzke Gorski.

On the outside, the multi-gabled wooden house in the so-called Gorale style catches people's attention: traditional, playful and adorned with intricate woodcarving. Inside, the retail space covers two floors – classic and timeless with black and white accents, and many shiny and reflecting surfaces. The design focuses on strong contrasts and an elegant touch. The large retail space is divided into distinct areas, each with a unique atmosphere centrally framed with corresponding floor and ceiling design. Exquisite details, like a specially designed floor tile, swarms of pendant lights and elaborately designed wall niches round off the upscale look.

Mohito belongs to the retail chain of the vertically structured fashion retailer LPP. The strongly expanding LPP Group is one of the leading companies on the Polish fashion market. Brands like Sinsay, House, Reserved, Cropp and Mohito serve the young fashion segment as well as the upscale women's apparel sector. Beside Mohito, Schwitzke developed concepts for the House and Sinsay brands and oversees the creation of numerous stores in Eastern Europe.

### **About the Schwitzke Group:**

With services all around the areas of marketing and branding, the Düsseldorf business group accompanies 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 a holistic store concept, 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 Group into an important player in the retail sector. With a yearly turnover of about € 55 million, the Schwitzke Group, employing a total of 180 people, assists renowned clients from the segments of fashion, cosmetics, consumer electronics and shopping centers.

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# Schwitzke & Partner

