

# Schwitzke

**Press release December 9, 2013**

## **Schwitzke Group opens subsidiary in France**

### **Extension of international presence/New location in Paris for expansion into French retail**

Düsseldorf/Paris, Dec. 9, 2013 – The Schwitzke Group expands its presence in the international retail world and opens a subsidiary in Paris: Schwitzke France. The trigger for expansion was the rise in client requests from German as well as French speaking countries.

The new French head office for Schwitzke Group has set up shop not far from the fashionable Marais district. As the local partner on site, Schwitzke France covers the entire service spectrum, from brand communication to the design ideas all the way to professional project management. The subsidiary is run by Jean-Michel Labourasse, who has been responsible for the Schwitzke Project's French client base on a high level as department head for over three years. Prior to that, he worked for Christian Dior Perfumes and the fashion brand Celio in the position of architect responsible for the Europe/Dubai region. Labourasse is supported by a French team.

“It was our clients who urged us to establish ourselves in France. With the founding of this subsidiary, we responded to their needs,” explains Labourasse. “We see a strong demand for our services here and will continue to serve premium brands in the retail business.” Schwitzke Group's French client list in Germany already boasts renowned companies such as Sandro, L'Oréal, Givenchy, Maje, Claudie Pierlot, Kookai, Le Printemps, Atelier de Courcelle, Paule Ka, Zadig & Voltaire. Wolfgang Sigg, Schwitzke Project's managing director supports the French team as joint managing director.

### **About Schwitzke Project**

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. In 2002, the subsidiary Schwitzke Project was founded as general contractor for the construction and refurbishment of retail spaces. The communication design company Schwitzke Graphics followed in 2010 as a further subsidiary. Today, the Schwitzke Group covers all services in the retail business and offers clients holistic marketing 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 almost € 55 million.

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## OUR GROUP

### SCHWITZKE GROUP

DÜSSELDORF



Schwitzke & Partner GmbH  
*group management &  
corporate services*

### SCHWITZKE & PARTNER

DÜSSELDORF



Schwitzke & Partner GmbH  
*architecture & design*

DUBAI



Schwitzke & Partner Dubai Branch Office  
*architecture & design*

### SCHWITZKE PROJECT

DÜSSELDORF



Schwitzke Project GmbH  
*construction &  
management service*

BERLIN



Schwitzke Project Berlin  
*construction &  
management service*

### SCHWITZKE GRAPHICS

DÜSSELDORF



Schwitzke Graphics GmbH  
*store branding &  
brand communication*

### SCHWITZKE & GóRSKI

KRAKOW



Schwitzke & Górski, Poland  
*architecture, design,  
construction*

### SCHWITZKE FRANCE

PARIS



Schwitzke France  
*architecture, design,  
construction*