



**Press release January 2, 2014**

## **VF Corporation expands its retail network and relies on the expertise of Schwitzke Project**

Düsseldorf, January 2, 2014 – The American clothing group VF Corporation located in Greensboro, North Carolina is starting a new series of projects in collaboration with Schwitzke Project. The labels Napapijiri, 7 for all mankind, and Vans opened several stores in recent weeks at different locations in Germany, Austria and Switzerland. As general contractor, Schwitzke Project had complete responsibility for the comprehensive management and realization of the various construction and shopfitting projects.

Not many consumers are aware of the clothing giant VF Corporation. However, the top-quality brands of its subsidiaries are highly sought after: names such as Lee Jeans, Wrangler and also the shoe specialist Timberland –there are dozens of clothing and lifestyle companies under the VF roof. The corporation's motto: Stay discreetly in the background and bring the brands to the fore. VF Corporation is without a doubt one of the "hidden champions" of the business world. The company's slogan "We fit your life" is maintained in the individual brands. Napapijiri (Finnish for northern polar circle) – the high-quality outdoor brand for world explorers, 7 for all Mankind as the global jeans lifestyle brand and Vans, the pioneer and trendsetter in skater wear.

### **About Schwitzke Project**

As an internationally active general contractor, Schwitzke Project is specialized in project management and implementation for turnkey store fit-out. Throughout Europe and beyond, not only many German brands, but also many international clients put their trust in the company headquartered in Düsseldorf. During the professional planning and implementation of shop concepts, the specialists take different factors into account: budget, time frame and demands concerning quality. From the very start of each project, Schwitzke creates the right sourcing strategy for the client. Schwitzke draws on long-term experience in construction and fit-out work as well as regionally specific knowledge. The team is headed by managing directors Karl-Heinz Schwoll and Wolfgang Sigg. In 2012, the company generated a turnover of € 47 million and employs around 80 people at its Düsseldorf and Berlin locations.

### **Store opening dates:**

October 24, 2013 – Napapijiri Factory Outlet Mc Arthur Glen, Parndorf  
November 1, 2013 - Napapijiri Center Store Designer Outlet, Landquart  
December 10, 2013 – VANS Showroom, Eschborn  
December 17, 2013 – Napapijiri Store, Gstaad  
December 19, 2013 - 7 for all mankind Store, Vienna  
December 19, 2013 – VANS Showroom, Hamburg

# Schwitzke Project

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