

## Press release

### German premiere: Abercrombie opens two outlet stores, Schwitzke plans and builds

Düsseldorf/Hamburg/Wolfsburg, July 18, 2014 – On Thursday, the first two outlet stores of the popular US brand Abercrombie & Fitch opened at the outlet centers Wolfsburg and Zweibrücken.

With their outlet expansion, the Americans want to stimulate further growth. With 450m<sup>2</sup> of retail space for each outlet, they belong to the centers' anchor tenants and appear in the typical Abercrombie look. Schwitzke & Partner took on the planning based on Abercrombie's design and Schwitzke Project realized the project as the general contractor for the US retail chain.

Further expansion: In the fall, Abercrombie & Fitch will open a new store at Centro in Oberhausen and the younger positioned brand Hollister will do the same in the Mall of Berlin at Leipziger Platz. Schwitzke Project will realize both openings.

#### About Schwitzke Group:

With services revolving around trade and brand, 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 remodeling and interior construction in line with holistic store concepts, Schwitzke serves successful brands 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. With a yearly turnover of around €55 million and a total of 200 employees, the Schwitzke Group serves renowned clients from the fashion, cosmetics, consumer electronics and shopping center sectors.

#### Press contact:

Andrea Krsnik  
Phone: 0211 44035 131  
andrea.krsnik@schwitzke.com  
[www.schwitzke.com](http://www.schwitzke.com)



