

Schwitzke

Press release

Friendly to fans and emotional: Chelsea FC re-opens megastore at stadium / Schwitzke develops and builds a new concept

Dusseldorf/London, 3 August 2015 - On Monday Chelsea FC is re-opening its flagship megastore at Stamford Bridge stadium. Schwitzke is developing a branding and retail concept with lots of flair for the Premier League champions and is re-building the 900 square metre fans' shop in an 8 week-period between the seasons. The implementation of the project within this extremely short period was successful thanks to the interaction of the various companies of the Schwitzke group. From the design development (Schwitzke & Partner), to in-store communication (Schwitzke Graphics) to turnkey expansion (Schwitzke Project), the traditional club received full service and put its trust in the expertise of the Schwitzke Group during the entire construction period as discernible results only became apparent during the finalisation phase of the project. A better presentation of goods for increasing the turnover with stronger emotionalisation of the entire visual appearance is the backbone of the new retail concept.

Chelsea's Stamford Bridge home is a place of pilgrimage for fans and will be even more so than usual in time for the start of the new season. This is because the megastore has been completely turned around and is restored to its full splendour. Only four months passed between the first drafts and the completion of renovation. The biggest challenge during the short construction period was mastering simultaneous planning and implementation – from bare brickwork through to the highest-quality finish. From the outside, the store appears with a new, cube-shaped facade which, like a large blue bracket, marks the entrance to the shrine of the fan community with more visibility and a long-range effect. The heraldic animal of the traditional club, a lion, looks in the faces of the fans from the micro-perforated metal facade and personifies the fan chant "Home of the Blues". The expectations of the international fan base – 42 million followers on Facebook alone – are large; the new store concept has created a real stage for the virtual fans. Inside begins a nostalgic search for clues: the greatest moments and most glorious successes from the eventful history of the club are recorded. At the heart of the shop is a glass tower with transparent floors. Located in the middle of the store, it runs through both floors and displays replicas of all national and international trophies – a stirring photo opportunity for selfies for the fans. For this purpose, the staircase which used to be central was moved through a statically complex procedure. The electrics and building services were also thoroughly reworked. A new spatial experience has been created, which opens up the view of the entire shop. Visitors can look at original exhibits of the players and can indulge in memories of the big stars at the Hero Wall. The focus is on the exciting experience of the football world. The entire shop branding concept pays dividend to this: large-scale graphics and details like bespoke wallpaper with the silhouettes of players emotionalise the space and give visitors an orientation in the store. The top floor displays football shirts in an elliptical arrangement around the glass tower – the shape and special lighting accents give the fans a real feeling of being in the stadium. That's good, because for the supporters of the beautiful game their shirts are the most precious thing they have – they are personalised like a piece of jewellery. To this end, a spacious flocking station is available. Overall, the store has many blackened areas, exposed electrics and a certain bare brickwork feeling. This means that the club's blue range of products is highlighted centre stage. Wherever there is customer contact – such as at the tills, customer service or the printing area - selected materials such as wood and brass refine the surfaces and create a warm atmosphere. A visit to the store will quickly become an adventure tour; the lively showcased football world will appeal to the emotions of the fans and their love for their club. With a total of 28 tills, long queues can also be avoided at peak times on matchdays; even the newly designed opening with two separate stairs helps the visitors to distribute efficiently throughout the entire store.

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"Football is much more than the fascination of tactics and goals. It is an enormous economic factor - with the world's approximately 1.6 billion fans spending billions on club loyalty. Football unites people across all social strata. The business of fan memorabilia is growing year on year and offers a lot of potential. Sales can be increased even further – by fan shops with a stimulating experience" says Karl Schwitzke, managing partner of the Schwitzke group.

The Schwitzke group has already entered the football world with concepts for Bayer 04 Leverkusen, Schalke 04, Werder Bremen and Sporthaus Schuster in Munich and is now showing their competence on an international level.

About Schwitzke

For more than 25 years, the Düsseldorf retail specialists have stood for successful brands and retail concepts and are among the largest offices in Germany. World-renowned brands and dealers are looked after with a total of 200 employees at sites in Düsseldorf, Berlin, Dubai, Krakow and Paris.

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