

## Press release

### Repositioning of French Discount Chain MacDan

#### First Chain Store with New Concept Opens in Perpignan

Düsseldorf, 19<sup>th</sup> May 2015 – MacDan, a French non-food discounter, will open the first store with its new retail concept in Perpignan on Wednesday. The visualization for the brand's repositioning was created by the Düsseldorf-based design office Schwitzke & Partner. Thanks to a striking design language, the discounter sets itself apart from its market environment and follows the requirements of its target group closely by presenting itself as a convenience store.

The brand has left behind its old visual appearance entirely: In the new store, MacDan presents itself with a fundamentally revised corporate identity and design language. The two sister companies Schwitzke & Partner and Schwitzke Graphics have developed a holistic retail concept that contributes to the brand image in a coherent and straightforward way and chooses an emotional customer approach. MacDan appears as a likeable and useful discounter, featuring a high level of assortment change and product flow and following a best-price strategy for the benefit of its customers. The striking new CI colors orange and lilac provide a high recognition factor for customers and contribute to the brand's strong differentiation from its competitors. The speech balloon in the new logo emphasizes MacDan's focus on customer communication. The newly developed advertising character picks up on this guiding principle: a hand-drawn shop assistant acts as the brand's personalization and popular figure, and provides suggestions regarding goods and special offers at the point of sale.

The new store design is functional and structured; long aisles and freestanding furniture elements provide orientation for customers and allow them to comfortably browse the product assortment, which ranges from fashion and home textiles via children's toys, gardening equipment, decorative items and office and crafts supplies all the way to furniture. Creatively designed promotion walls, which emphasize special offers and products from advertising inserts, give customers special impulses to buy; furthermore, the areas presenting cosmetics are particular eye-catchers thanks to their special lighting and furniture design. Furniture elements in clear white provide a clean and fresh overall impression in the store. The cash-desk and customer-service areas have a friendly and inviting design and serve to emphasize the brand's focus on its customers further. MacDan will keep expanding: The next chain store in the city of Béziers in Southern France will open as early as 3<sup>rd</sup> June.

#### **About Schwitzke:**

For over 25 years, the Düsseldorf-based retail specialists have stood for successful brand and retail concepts and are among the biggest retail design offices in Germany. With a total of 200 employees in the offices in Düsseldorf, Berlin, Dubai, Krakow and Paris, the group of companies successfully realizes projects worldwide for renowned brands and retailers.

#### **About MacDan:**

The non-food discounter from the South of France sells textiles and many other types of goods in its 26 sales outlets. Since the end of last year, the chain belongs to the South African Pepkor Group (part of Steinhoff Group).

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