

Schwitzke Project

Press release

Karl Lagerfeld Opens Store on Düsseldorf's "Kö" – General Contractor Schwitzke Project Supports Expansion

Düsseldorf, 10th September 2015 – On Thursday last week, Karl Lagerfeld opened a new store in Düsseldorf. The latest ready-to-wear women's collections and a large selection of bags and accessories are presented in an exclusive location in the Kö-Galerie on Düsseldorf's famous shopping mile Königsallee, known as "Kö". Schwitzke Project refurbished the exclusive store within a construction period of two months.

The store's interior in classic black-and-white is complemented by modern furniture and several highlights typical for the brand: Karl Lagerfeld's silhouette on the wall, counters and shelves with high-gloss varnish, mirror walls, and large-format screens with videos showing the current collections. The monumental staircase, made of glass and steel varnished in matt black, connects the two sales levels and creates a unique atmosphere in the store. The refurbishment required significant structural measures, as well as precise detail work to realize the premium concept. Schwitzke Project perfectly implemented the given store design at the point of sale.

The flagship store in Düsseldorf is part of Karl Lagerfeld's international expansion in Europe, Asia and the Middle East, and underlines its positioning as one of the world's leading lifestyle brands. With the new store location in Düsseldorf, next to six further stores in Berlin, Hamburg and Munich, the brand increases its presence and visibility in the German fashion scene.

About Schwitzke Project:

Schwitzke Project is an internationally active general contractor specializing in project management and turnkey realization of retail stores. In Europe and beyond, numerous national and international brands rely on the Düsseldorf-based company. Schwitzke Project has many years' experience in shell construction, fit-out and finishing works, technical installations as well as furniture and fixtures. The international team is headed by two managing directors, Wolfgang Sigg and Karl-Heinz Schwoll. In the past business years, the company's average annual turnover was approx. € 40 million. Schwitzke Project currently has more than 80 employees in its offices in Düsseldorf and Berlin.

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