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Franchise system Tee Geschwendner opens store with tea lounge in Hamburg

Düsseldorf/Hamburg, August 4 – On Friday the internationally operating franchise company Tee Geschwendner opens a two-story sales space for experiencing tea on 240m² in downtown Hamburg. Schwitzke & Partner transferred the specialty store's design language to an integrated tea lounge and created a bond between buying and relaxing; Schwitzke Project realized the shop fit-out in only five weeks.

As Germany's largest specialty retailer for tea, Tee Geschwendner runs shops in Europe, but also in Brazil, the US and the Near East, which maintain a uniform brand appearance and focus their strategic direction on high quality tea paired with expert advice. With the tea lounge in the Hamburg store, customers are offered the experience of enjoying tea on site in a relaxing atmosphere.

For the franchise partners, Schwitzke Project represents the identity of the brand and guarantees high serial production quality in fitting out shops. The general contractor from Düsseldorf will take on the realization of all trades involved also for future projects – from demolition to drywalling all the way to installing the finished furniture.

Further expansion:

Starting in September, two more stores will open in Rheinbach and Prague, Czech Republic, followed by a specialty store at the Hürth Park, near Cologne.

About the 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. Twenty-five 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 € 57 million and a total of 200 employees, the Schwitzke Group serves renowned clients from the fashion, cosmetics, consumer electronics and shopping center sectors.

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