

Press release

Walbusch: Store Opening in Monchengladbach Schwitzke & Partner develops Store Concept tailored to Target Groups

Düsseldorf / Monchengladbach, 26th March – Walbusch, a textile specialist based in Solingen, opens a new store in Monchengladbach on Thursday. The specialist for men's and women's fashion presents itself on 225 square meters with a significantly rejuvenated store concept. In addition to its regular customers, the brand aims at addressing new target groups.

Walbusch, which has its origins in the mail-order business, appeals to quality-conscious customers who value comfortable clothing of high quality. The brand's entire range of goods puts the emphasis on wearing comfort, quality and a good fit; this is reflected in the new store concept. The look-and-feel is light, bright and high-quality; an atmosphere of well-being is paramount in the store. Many elements make the customers feel as if they were in a vacation residence: wood planks like on a veranda; haphazardly placed pieces of furniture that give the store an individual and relaxed appearance; an entrance area that looks like the door to a balcony. Various design elements and materials consistently reinforce this theme of well-being: wall panels in the 'Casual' area made of white slats; grey oak wood on the floor; a ceiling design that simulates daylight and bathes the entrance area in an inviting bright light. The 'Business' section is characterized by grey walls with white plinths; the area's furnishings include a wardrobe with leaf doors and a glass cabinet. The expressive store design is rounded off by birch wood in the cash-desk and fitting-room areas, grey screed flooring, and furniture in black-steel look.

The Solingen-based family firm places much emphasis on its multi-channel business model. This is why the new store concept includes a communication area, similar to a café, with an integrated touchscreen and an interface to the brand's online shop, so all touch points are connected and customers can use all distribution channels. With this new store concept and the planned further expansion of its network of sales outlets, Walbusch is consolidating its market positioning. A new specialist shop in Bochum already opened on 16 March; another opening in Kaiserslautern will take place on 25 March.

About Schwitzke Group:

The Düsseldorf-based group of companies offers services for every aspect of trade and branding and oversees the entire retail process at the point of sale. With a service range including everything from strategic brand management and brand communication via design development to professional construction and interior finishing works for comprehensive store concepts, the group successfully realizes projects for brands worldwide. 25 years of experience and an international company structure with branch offices in Berlin, Dubai, Krakow and Paris make the group an important part of the retail industry. With annual revenue of around € 57 million and a total of 200 employees, Schwitzke Group works for many renowned clients from industries as diverse as lifestyle, consumer electronics, financial services and shopping centers.

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