

## Press release

### **Schwitzke Group at Global Shop in Las Vegas**

#### **Presence at Trade Fair and Guest Lecture on Storytelling**

Düsseldorf / Las Vegas, March 2015 – Schwitzke Group will be present with its own booth at Global Shop trade fair in Las Vegas for the first time this year, showcasing numerous projects for international clients like Virgin, Tommy Hilfiger, Abercrombie & Fitch, Hollister, Uniqlo, Esprit and Nivea. The group of companies will be represented in Las Vegas by Karl Schwitzke (Managing Partner of Schwitzke GmbH), Markus Schwitzke (Managing Partner of Schwitzke Graphics GmbH) and Karl-Heinz Schwoll (Managing Director of Schwitzke Project GmbH).

At its booth at Global Shop, Schwitzke Group will present its entire range of services, which includes every aspect of trade and branding. The Düsseldorf-based group of companies oversees the entire retail process at the point of sale - from strategic brand management and brand communication via design development to professional construction and interior finishing works for comprehensive store concepts. 25 years of experience and an international company structure make the group an important part of the retail industry. With its presence at Global Shop, Schwitzke underlines its international business orientation. Its management team will be available in Las Vegas for clients and other interested parties in the United States. Furthermore, Markus Schwitzke will give a guest lecture on March 24 on the topic “The Art of Storytelling: Creating Heart & Soul Brand Environments”.

#### **Company history**

The architecture and design office “Schwitzke & Partner” was founded in 1989 with a focus on architecture for brands and retailers. Over the years, the company has established itself as one of the top addresses in the retail business, has won many well-known national and international brands as clients, and has received a multitude of awards for its projects – most recently the ICONIC AWARD in the category ‘Architecture’ for Marina Home Interiors. In 2002, the subsidiary company Schwitzke Project was founded as a general contractor for the refurbishment and interior fit-out of retail spaces. The communication design company Schwitzke Graphics followed in 2010 as Schwitzke’s second subsidiary; Schwitzke France was launched in 2013 with the goal of developing the French retail market further. Thanks to its vast market knowledge, size and experience, Schwitzke Group is acknowledged as one of the largest companies of its kind in Europe. With annual revenue of around EUR 57 million and a total of 200 employees, Schwitzke Group continually expands its business activities and works for many renowned clients from industries as diverse as fashion, cosmetics, consumer electronics and shopping centers.

# Schwitzke

## More information:

- [Global Shop 2015, Mandalay Bay Las Vegas, March 24-26, 2015](#)
- [Guest lecture by Markus Schwitzke on March 24, 3:00 pm to 4:00 pm, room Islander; topic: "The Art of Storytelling: Creating Heart & Soul Brand Environments"](#)
- [Schwitzke booth number: 4876](#)

**Interviews or appointments with the managing directors during Global Shop can be arranged at any time. Please call or write to Schwitzke Group's press contact (indicated below).**

## Press contact:

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## General company data

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Company Headquarters	Schwitzke GmbH architecture branding construction Tußmannstraße 70 40477 Düsseldorf Germany
Group turnover 2013/14	EUR 57 million
Number of projects	approx. 650 per year
Employees	200
Office locations	Düsseldorf (headquarters), Berlin, Dubai (UAE), Krakow (Poland), Paris (France)
Foundation	1989 in Düsseldorf
Range of services	Brand Development, Brand Communication, Storytelling, In-Store Communication, Concept Development, Retail Design, General Planning, Site Management, Project Management, Turnkey Implementation