

Press release

British fashion chain Topshop opens flagship in Amsterdam

General contractor Schwitzke Project supports expansion in Europe

Düsseldorf / Amsterdam, 25th February 2015 – The British fast-fashion chain's new showcase store opens on Thursday on Kalverstraat in Amsterdam. Topshop's first European flagship store outside of England boasts 1,200 square meters on three sales levels. Schwitzke Project supported the brand's market entry as a general contractor and completed all refurbishment and fit-out works for the high-street store within a construction period of five months.

The store concept, which was developed by Arcadia's in-house design team, conforms to the brand's young target group and puts the emphasis on a mix of materials and eye-catching graphic elements. The ceilings consist of white panels, wood elements and black ceiling space with visible technical installations. The 'New Generation' idea shapes the trendy brand's entire look and feel. What is not apparent at first glance: Two previously separate neighboring buildings were joined by means of extensive structural-steel and shell-construction works, and the two sales areas were connected almost without level differences. The new store presents Topman, the brand's men's fashion line, on the lower level and its women's fashion lines on the two upper levels. All sales floors are connected by a specially designed staircase made of steel and glass. The building's third and fourth floors are used for storage and administrative purposes. Schwitzke Project managed the entire refurbishment and fit-out works and coordinated all involved trades on a total area of 1,860 square meters. The result is a Mecca for all fashion trendsetters in typically British style!

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 international brands rely on the Düsseldorf-based company. During the professional planning and implementation of design concepts, the specialists of Schwitzke Project consider many different factors, such as the given budget, the time schedule, and the client's quality requirements. Schwitzke Project has many years' experience in shell construction, interior fit-out and finishing works, as well as regional particularities. The international team is headed by two managing directors, Wolfgang Sigg and Karl-Heinz Schvoll. In the business year 2013/2014, the company's turnover was more than € 43 million. Schwitzke Project has more than 80 employees in its offices in Düsseldorf and Berlin.

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**Professional images will be available
soon as of 26th February 2015.**

