

# Schwitzke

## Press release

### Uniqlo opens first store in Belgium Schwitzke plans and builds for Japanese fashion retailer

Düsseldorf/Antwerp, 1st October 2015 - Uniqlo, a fashion company belonging to the Japanese Fast Retailing Group, will open its first store in Belgium on Friday. The fashion chain's newest shop is located in the city center of Antwerp and has a sales space of 1,300 square meters on two levels. After the brand's first flagship store in Germany at Tauentzien in Berlin, the project in Antwerp is the second time Schwitzke supports Uniqlo's entry into a new expansion market.

The store design appears in the trademark Uniqlo look: The sales space is clearly arranged and "cleaned-up"; lots of white surfaces are combined with furniture made of oak wood. One of the store's highlights is the entrance area, where the façade and the large open space behind it together become a huge display window spanning two levels. Further eye-catchers include shelves stretching across both sales levels, a LED ticker and a glass showcase located on the gallery. In the rear area, the illuminated staircase with its ever-changing play of colors perfectly complements the merchandising concept. The store offers the brand's fashion lines for women, men, and kids.

Schwitzke & Partner was commissioned to adjust the existing Japanese retail concept, developed details and prepared the implementation planning. Schwitzke Project realized the entire interior fit-out within a construction period of three months: From the realization of all technical trades and interior finishing works to the construction of the façade, the general contractor provided the complete package of services for its international client.

Uniqlo continues on its expansion course at a fast pace and keeps increasing its network of branches: The next store opening in cooperation with Schwitzke will be at Leipziger Platz in Berlin in mid-October.

#### **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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