

**Press release 10 April 2014**

**Premiere in Germany – Uniqlo flagship store in Berlin  
Schwitzke supervises and builds new brand appearance**

Düsseldorf/Berlin, 10 April 2014 - On 11 April 2014, the Japanese fashion chain Uniqlo starts its expansion in German-speaking countries with its first flagship store. The largest Uniqlo store in Europe, with a total sales area of 2,700 sqm on three levels, opens its doors on Tauentzienstraße in Berlin. The Düsseldorf-based architecture office Schwitzke & Partner was commissioned to adjust the existing Japanese retail concept (Wonderwall), developed details and prepared the implementation planning. Its sister company Schwitzke Project, which has offices in Düsseldorf and Berlin, carried out the construction and interior finishing works for the new store as a general contractor within a construction period of five months.

**From pop-up to flagship**

After opening a series of pop-up stores across the German capital to promote the brand, Uniqlo now opens its flagship in the former location of Nike-Town. The brand's entire product range for men, women, and kids is available in the store. Parts of the sales space are designed to appear very futuristic, with a mix of stainless-steel surfaces and mirrors, numerous high-tech installations, monitors and LED lettering. The most striking eye-catchers, however, are without a doubt the spacious entrance area and the high façade connecting two levels, as well as large-format glass cabinets and a stairwell which is built as a shelf for the presentation of goods on its entire height of 12 meters. Schwitzke Project carried out the highly complex refurbishment and interior finishing works with the utmost accuracy and diligence: From significant modifications to the building structure via the implementation of all technical trades all the way to façade works and furniture, the general contractor realized this store for its international client professionally and on schedule.

The Japanese fashion label Uniqlo is currently represented in more than a dozen countries with roughly 1,300 sales outlets, among them numerous stores in Europe and in Russia. After the store in Berlin, Schwitzke realized two further stores for Uniqlo in France - one in Marais, a district in central Paris, and another in Marseille's new shopping center Les Terrasses du Port.

**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 fashion, cosmetics, consumer electronics, bookselling, sportswear and shopping centers.

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