

# Schwitzke

## Press Release

### Schwitzke & Partner / Virgin Megastore Win Commercial Interior Design Award 2015 in 'Retail' Category

Düsseldorf / Dubai, 24<sup>th</sup> September – At the Commercial Interior Design Award ceremony in Dubai last Wednesday, Schwitzke & Partner won first prize in the category “Retail – Middle East Interior Design of the Year” for the store concept they had developed for the British global corporation Virgin.

The concept for the Megastore in Yas Mall in Abu Dhabi convinced the independent jury with its fundamental repositioning of the brand: To appeal to the young target group, everything - assortment, brand message, design – has been revised completely. The company, which originally used to ship vinyl records, now presents itself with a wide product range: Fashion, accessories, cosmetics and home decor expand the already established assortments of multimedia and music. Schwitzke developed a modern lifestyle temple on a total of 2,200 square meters. The Megastore had previously received prizes at this year's international RLI Awards in the categories “Interior Excellence” (Winner) and “Retail Destination” (Highly Recommended).

The annual Commercial Interior Design Awards aim to promote and award innovative and original concepts from the retail, gastronomy and office sectors in the Middle East. This year marked the ninth time the event took place; the Awards were presented during a ceremony at JW Marriott Marquis in Dubai.

More information:

<http://www.designmena.com/specify/2015-commercial-interior-design-awards-winners-announced>

#### About Schwitzke:

For over 25 years, the Düsseldorf-based retail specialists have stood for successful brand and retail concepts and are among the biggest retail design offices in Germany. With a total of 200 employees in the offices in Düsseldorf, Berlin, Dubai, Krakow and Paris, the group of companies successfully realizes projects worldwide for renowned brands and retailers.

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