

Press release

Zadig & Voltaire continues expansion in Germany

Schwitzke Project builds new store in a prime location on Düsseldorf's 'Kö'

Düsseldorf, March 2015 – The French fashion label Zadig & Voltaire makes an impact on the German retail scene. On 26th January, the brand opened the doors to its new high street store in Düsseldorf. Schwitzke Project brought the French luxury label's look and feel into the prime location in the fashion city on the Rhine and was responsible for all refurbishment and interior fit-out works in the store's 250 square meter sales area.

Zadig & Voltaire advances its expansion in Germany. After a shop-in-shop in 'Breuninger' department store in autumn 2013, the French fashion chain now opens its next sales outlet in Düsseldorf. The new store on Königsallee, the city's famous shopping street, is characterized by its noble and minimalistic design which elegantly integrates the building's given architecture. The generous room height of five meters is a striking eye-catcher. All ceiling installations are visible; concrete elements have by and large been left in their original, untreated condition. The installed materials range from wooden surfaces with a glossy varnish via powder-coated matt steel fixtures all the way to a noble, cement-based flooring. Angled mirrors with a height of four meters create interesting reflections and make the room seem even larger. The overall store presents itself with its very own flair; Zadig & Voltaire shows its fashion lines for women and men as well as accessories in an ambiance that fits the brand perfectly. For Schwitzke Project, the responsible general contractor, this meant a lot of attention to detail and complex constructional measures with a long list of involved trades. The refurbishment was implemented within the short time period of only six weeks.

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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Schwitzke Project

