

# Schwitzke

Press information

## **Bödeker opens up the “Fashion Jungle“**

Schwitzke develops retail concept with warehouse style

*Speyer, September 2017* – The Speyer-based family business Bödeker breaks new ground by re-opening their concept store BÖ Fashion with a new concept in August of this year. The former industrial warehouse has now become an outrageous hotspot in the world of fashion. According to the motto “Fashion Jungle“, Schwitzke developed a bold retail and branding concept in order to refine the warehouse ambience and to turn the Point of Sale into an adventure area for strolling and exploring. A unique retail highlight on 2,000 sqm for Speyer and the region.

The challenge of this project was to create a consistent brand experience within the store and beyond. Schwitzke used the whole depth of the overall concept and implemented the idea of a Fashion Jungle as the binding element – starting with the right off-road vehicle in the store to the corresponding marketing campaign up to the large-scale façade design. Following the principle: “Focus on fun!”

With the BÖ Fashion House, Schwitzke was able to create a real location that offers new room for experience within its lofty ambience. White basic meets improvised loft style and matching colorful accents that are supported by the store’s branding. Shelves and furniture are kept as neutral as possible so the store as well as the presentation of products can be adjusted to any upcoming requirements. Why not turning the own store into a pop-up area? Today’s consumers are longing for a venue as well as for a unique selection that is curated and compiled by the retailer. Therefore, the BÖ Fashion House will constantly change and grow further after its opening, so there will be new things to see and explore for the consumer each time he visits.

### **About Schwitzke Group:**

For almost 30 years, the Düsseldorf-based group of companies has stood for successful brand and retail concepts and is among the biggest offices of its kind in Europe. With a total of 200 employees in the locations Düsseldorf, Berlin, Dubai, Krakow and Paris, Schwitzke Group works for many renowned brands and retailers worldwide. The service portfolio ranges from strategic brand management and brand communication via design development to professional construction and interior finishing works for comprehensive store concepts.

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