

# Schwitzke

## Press release

### Schwitzke & Partner celebrates 25<sup>th</sup> anniversary

Düsseldorf, July 2014 – This business year, Schwitzke & Partner looks back on a quarter of a century of company history. What started out as a company with a staff of four in 1989 has developed into one of the prime addresses in the retail sector, with a total of 200 employees working together in an international group of companies at five office locations.

#### How everything started

In 1989, after his career as head of the architecture department at Esprit de Corp, Karl Schwitzke founded the architecture firm Schwitzke & Partner with a business focus on retail design. Initially, the small company moved into a three-room office in Düsseldorf. The design expert achieved his first big breakthrough already in the first business year with his third project: Schwitzke & Partner won a competition for adidas and was commissioned to plan the brand's design center for sports shoes.

In 1991, Klaus Schwitzke joined the company's management. This was the beginning of the era of shop-in-shops: the two brothers designed concepts for Street One, S.Oliver, Gerry Weber, Esprit and many other brands. Their next master stroke was the design of a concept store for Ipuri, which the German Museum of Architecture declared as the most innovative store in 1992. Over the course of the following years, the company opened up ever more business areas, sectors and even new dimensions: with large retailers such as C&A, Wöhrl, SinnLeffers, Kaufhof, Karstadt and Ludwig Beck, and with business areas such as tourism, cosmetics and financial services, Schwitzke acquired as clients many renowned national and international brands, and expanded and transformed the company structure into the international group of companies it is today.

#### Expansion

Thanks to its knowledge of markets, as well as its size and experience, the group has established itself as one of the biggest companies of its kind in Europe. In the past business year, the group's total sales amounted to approx. € 57 million, a new record in the company's history. Important foundations for future growth have already been laid by the expansion into new markets, especially in the Middle East, and the design and realization of premium shopping malls.

"We can make the same recommendation to all our clients", say Karl and Klaus Schwitzke. "The only way you have a chance is by delighting and inspiring your target group with an individually designed concept. This is valid today more than ever – in an environment characterized by constantly growing internationalization and the merging of online and offline retail."

# Schwitzke

**Contact person:**

Andrea Krsnik

Corporate Communications

Tel.: 0211 44035 131

[andrea.krsnik@schwitzke.com](mailto:andrea.krsnik@schwitzke.com)

[www.schwitzke.com](http://www.schwitzke.com)

