

Press Release

General Contractor Schwitzke Project celebrates its 15th anniversary German Engineering with retail and brand competence

Düsseldorf, 2nd August 2017 – This fiscal year, Schwitzke Project is looking back on 15 years of company history. What started out as a small company with a staff of two has developed into an internationally active general contractor with almost 100 employees. With its focus on the turnkey implementation of retail stores, Schwitzke Project is part of Schwitzke Group, which offers a comprehensive service portfolio for brands and retailers.

How everything started: In 1989, Karl Schwitzke, originally from the Palatinate region in Germany, founded a small design and architecture office in Düsseldorf. Together with his brother Klaus, he turned the company into a global player within three decades – with 200 employees in the office locations Düsseldorf, Berlin, Dubai, Krakow and Paris. Schwitzke's design concepts set standards in various sectors; customers entering fashion stores, perfumeries, travel agencies or shopping centers can experience first-hand what the two brothers have created. A helpful set of skills is the key to ensuring their clients' success: Karl and Klaus Schwitzke combine creativity with economic expertise, and they discover trends early that will later prove useful to their clients. Consequently, when the cooperation with the American fashion retailer Gap had revealed that the brand had significant problems with German construction standards, the brothers founded the subsidiary company Schwitzke Project in 2002. From then on, the group of companies could also implement concepts and build turnkey-ready shop-in-shops, stores and department stores for its clients. The company is run successfully by the two managing directors Karl-Heinz Schvoll and Wolfgang Sigg. The services offered by Schwitzke Project are especially interesting for retailers from overseas who do not know the European standards, respective national languages and different legal provisions. This is where the general contractor's business model comes in, by reducing the construction measure's complexity for the client and delivering a constant quality standard in store fit-out in various locations in different countries. Since its foundation, the company has been in charge of expansions for numerous national as well as international fashion chains, among them the British fast-fashion retailer Topshop/Topman and the Japanese fashion brand Uniqlo. Both relied on Schwitzke Project for their market entries in various European countries.

Schwitzke Project has already laid the foundation for future growth by developing new markets and services. Especially in the premium / luxury segment, the general contractor has made its name with projects for brands like Karl Lagerfeld, Philipp Plein, Chanel, and Montblanc. Further examples include the American running-shoe label New Balance, for which Schwitzke Project built stores in Milan, Berlin, Amsterdam, Kildare and at Oxford Street in London almost simultaneously, the gastronomy business Vapiano which is implementing a project series with its new restaurant and

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take-away concept, and the fashion chain H&M, whose stores are built according to the principles of “Lean Construction Management”. To this day, Schwitzke Project’s biggest strength is its ability to consider and respect the uniqueness of every single sales space, and to complete the fit-out works in accordance with the brand image.

Milestones

- 1989: Karl Schwitzke founds “Schwitzke & Partner”, an architecture and design office for retail and store concepts
- 1991: Klaus Schwitzke joins the company’s management
- 2002: Foundation of Construction Network GmbH with a staff of two. Implementation of first shop-in-shop projects for Bianca.
- 2004: Tommy Hilfiger Denim Berlin – First Store as a general contractor for Tommy Hilfiger
- 2006: Change of company name from Construction Network GmbH to Schwitzke Project GmbH
- 2008: Tom Tailor – Start of a large series with 600 projects in 20 countries; at the same time, the company supports world’s most valuable brand from the Consumer Electronics sector during its market entry in Germany. For the first time, company turnover exceeds EUR 40 million.
- 2010: International breakthrough for Schwitzke Project: Hollister, Cotton On, Bose, Hackett, and other brands expand in the German market. Equally important: First foothold in France with the project Printemps in Rouen.
- 2013: Acquisition of clients from further industries: Bayer Leverkusen (football club), DER Reisebüro (travel agency), Die Pluszahnärzte (dental practice).
- 2014: Market entry in Germany for the global player Uniqlo
- 2015: Athletic performance for Chelsea FC: Refurbishment of Megastore in London between football seasons in only six weeks. Diversity in client structure: new clients Karl Lagerfeld and Topshop / Topman.
- 2016: “Contractor of the Year” – Global RLI Awards 2016
- 2017: Highlight Project: Tommy Hilfiger Flagship Store at London’s Regent Street. New project in the Food segment: Restaurants and Takeaways for client Vapiano.

For more information please visit the website:

www.schwitzke-project.com

Schwitzke Project

Press contact:

Andrea Krsnik

Tel.: 0211 44035 131

andrea.krsnik@schwitzke.com

www.schwitzke.com

www.instagram.com/schwitzke_retail

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Wolfgang Sigg (left) and Karl-Heinz Schvoll, managing directors of Schwitzke Project GmbH

