

Schwitzke

Press release

Ludwig Beck presents itself with new Bags & Accessories department Schwitzke develops retail concept

Düsseldorf / Munich, 7th August 2017 – Munich's "Store of the Senses", Ludwig Beck, opened an expanded Bags & Accessories department on its ground-floor level on Saturday. With a significant increase of sales space for this department, Ludwig Beck continues its strategy as a traditional store for fashion and lifestyle in the upmarket segment. Schwitzke & Partner developed a feminine design that reflects the zeitgeist, puts the emphasis on fashion expertise, and lends the expanded department an autonomous character. Furthermore, the sales space in the cosmetics department was restructured and refurbished with brand shops.

The new look is feminine and plays with strong color combinations: Rosé and rust tones contrast with light blue and teal, providing a striking stage for the multi-label department and creating a clear distinction from the individual brands' shop-in-shop spaces. The materials are high-quality and have been coordinated with great care and sensitivity. Subtly applied brass elements, terrazzo, mirror surfaces and a well-matched set of freestanding furniture all serve to present the goods in a down-to-earth atmosphere of exclusivity consistent with the long-established department store's overall image. Customers are surprised by new brand shops for MCM, Longchamp and Furla, as well as Tom Ford, Hermès and Kiehl's in the cosmetics department. The new sales space also makes use of digital elements: In the entrance area, information about the department store's world of products can be found on a large-format LED screen. A further screen plays music content and provides updates about coming events. The entire lighting system was converted to LED. With the newly developed concept, Schwitzke & Partner consolidates the Munich department store's position as a destination for stylish womenswear.

"Consumers' requirements regarding selection and presentation of goods have increased; the trend is ever more towards shopping experiences. It is essential for brands to have an attitude and to contribute something to their customers' lifestyle. Content with a real added value for consumers leads to success in the long run. We develop these concepts in cooperation with our clients," explains Klaus Schwitzke, managing partner of Schwitzke Group.

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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