

# Schwitzke

## Press Release

### MCM Opens New Store in London / Schwitzke Transfers Retail Concept

Düsseldorf / London, 10<sup>th</sup> November 2016 – MCM, a luxury fashion brand, opened a new store on Conduit Street in Central London on Tuesday. Based on the existing concept provided by MCM, Schwitzke & Partner transferred the design to the 200 square meter sales area in the new shop.

The new store captivates its customers with contrasts and creative use of materials: A rough building shell made of gray concrete with an open ceiling is combined with noble elements with bronzed surfaces, mirrors and wood. A wooden cube in the middle of the store, which connects the two sales levels in combination with an elaborate staircase, is a special eye-catcher.

#### About Schwitzke Group:

For over 25 years, the Düsseldorf-based retail specialists of Schwitzke have stood for successful brand and retail concepts and are among the biggest offices in Europe. With a total of 180 employees in the locations Düsseldorf, Berlin, Dubai, London, Krakow and Paris, the group of companies works for many renowned brands and retailers worldwide.

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