

Schwitzke

Press release

1. FSV Mainz 05 opens new fan shop in Mainz city center Schwitzke Group develops and builds new shop concept for Bundesliga club

Düsseldorf / Mainz, 16th March 2016 – The new fan shop of Bundesliga club 1. FSV Mainz 05 opened its doors on Friday last week. Emotional and down-to-earth, connected with its fan base and its club history – the shop represents everything football fans know and love about their “Oh-Fivers”. Schwitzke developed a retail concept with much charisma for the traditional club, and refurbished the shop’s two sales levels with a total of 150 square meters within a construction period of five weeks. The completion of the project within such a short time span was possible thanks to the close cooperation between the individual companies of Schwitzke Group – from design development (Schwitzke & Partner) via in-store communications (Schwitzke Graphics) all the way to turnkey refurbishment and shop fit-out (Schwitzke Project), the football club received an all-round service.

The fan shop as a unique football cult site: In its history, going back more than 100 years, the club from the regional capital of Rhineland-Palatinate has gone through many ups and downs, which can be relived in the new fan shop through its emotional and consistent design concept and storytelling. Customers come into the shop via a football pitch with green lawn in the entrance area. Many original details in the shop’s interior convey stadium atmosphere: Shelves in the shape of goals; a cabinet that looks like it might be taken from a fan’s living room; a kiosk that serves as a cash desk. The club’s history runs like a red thread throughout the entire fan shop: The staircase area displays Mainz 05’s ‘heartbeat’ by means of a timeline depicting its greatest successes, milestones and important events. One wall is equipped with ceiling-height lockers that can be used to present trophies from the past and other display elements. The authentic look-and-feel is completed by many small details, such as foosball-table figures used as clothing hooks in the changing rooms, wallpaper made of newspaper articles about the club, and a best-of wall depicting personalities who made club history. The compelling store branding, which takes up fan slogans, scenes from the world of football, and the club’s CI colors Red and White, helps to emphasize the club’s prominence and its deep connection with its fans.

Schwitzke’s cooperation with the cult club in Mainz already started before the fan shop with the “mobile stands” – the Oh-Fiver van. Fans can buy the club’s merchandise from this van at home matches as well as at away matches and other events. It also sells tickets and offers general information about the club.

About Schwitzke Group:

With fan shops for Chelsea FC, Bayer 04 Leverkusen, FC Schalke 04 and SV Werder Bremen, Schwitzke Group has already demonstrated its ingenuity in creating fan worlds for international top football teams. 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, Krakow, London and Paris, the group of companies works for many renowned brands and retailers worldwide.

Press contact:

Andrea Krsnik
Tel.: 0211 44035 131
andrea.krsnik@schwitzke.com
www.schwitzke.com