

# Schwitzke

## Press release

### **“German Story” in Beirut – Multibrand Retailer NewOunsa Opens new Boutique with German Labels**

Düsseldorf / Beirut, 12<sup>th</sup> October – NewOunsa, a Lebanese multibrand retailer, opened a new boutique last week in Hazmieh, a residential area in Beirut. On a sales area of 450 square meters, the shop presents a diverse women’s collection from selected German labels. This is why NewOunsa deliberately chose a German company to design and build the store – Schwitzke developed the retail concept and implemented it on site in Beirut.

The family business NewOunsa, which was founded in 1996, concentrates on German fashion. Its exclusive product range for Lebanese clients includes brands like Steffen Schraut, Marc Cain, Oui, and Drykorn. The new store makes a bold statement right at the beginning: The ground-level entrance area consists only of a large shop window with a simple and modern design. An elaborately wrought marble staircase leads to the sales floor, which is located five meters below the entrance and which presents a fresh and elegant ambience with cool and straight materials. The shop is one large room where brands are highlighted in their own individual theme worlds. White and black marble, polished stainless steel, glass and leather, combined with an elaborate lighting concept with open ceiling slots, create a noble shopping atmosphere. The concept was developed by Schwitzke & Partner and implemented by Schwitzke Project as a general contractor.

#### **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. 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.

#### **Press contact:**

Andrea Krsnik

Tel.: 0211 44035 131

andrea.krsnik@schwitzke.com

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

