

Schwitzke Project

Press release

Benefit Cosmetics opens its first boutique in Germany

Düsseldorf/Essex, 4th August 2016 – Benefit Cosmetics, a Californian subsidiary of the luxury goods conglomerate LVMH, opened its first store in Germany on 27th July. Schwitzke Project supported its client's market entry as a general contractor and implemented the refurbishment works in the 85 square meter boutique, which is located in a landmarked building in Essen-Rüttenscheid.

The trendy American brand Benefit Cosmetics is one of the current it-labels in the cosmetics sector. Women everywhere love the innovative products and swear by their effectiveness. The popular brand's unique selling point is its one-of-a-kind retro packaging in connection with creative and humorous product names. Correspondingly, the store design is colorful and features many lovely details: Powdery pastel colors, dollhouse-like furniture, playful lettering and white high-gloss wall panels create an ambience that fits the label perfectly. Schwitzke Project implemented the refurbishment and fit-out works in the boutique with much attention to detail. Benefit Cosmetics is already planning its further expansion in Germany – the next store will open in Düsseldorf.

About Schwitzke Project:

Schwitzke Project is an internationally active general contractor specializing in project management and turnkey implementation of retail stores. In Europe and beyond, numerous national and international brands rely on the Düsseldorf-based company. Schwitzke Project has many years' experience in shell construction, interior fit-out and finishing works, technical trades, as well as furniture and fixtures. The international team is headed by two managing directors, Wolfgang Sigg and Karl-Heinz Schvoll. Schwitzke Project has more than 80 employees in its offices in Düsseldorf and Berlin.

Press contact:

Andrea Krsnik

Tel.: 0211 44035 131

andrea.krsnik@schwitzke.com

www.schwitzke.com

Professional image material will be available shortly.

