

# Schwitzke

## Press release

### Completion of Refurbished Görtz Flagship Store in Hamburg Schwitzke & Partner Develops Brand Concept

Düsseldorf / Hamburg, 11<sup>th</sup> April 2016 – The refurbishment of the four-level Görtz Flagship Store in Hamburg's Mönckebergstraße, which was implemented over the course of several construction phases, has been in progress since early 2015. From now on, customers can enter a newly designed and restructured shopping world of 4,000 square meters. The opening will take place on 14<sup>th</sup> April. Schwitzke & Partner and the planning office of Ludwig Görtz GmbH cooperated to develop a customer-oriented design concept focused on the family firm's history and tradition.

The modernised store provides a clear division between its different product ranges. The design language emphasises the individual product themes and addresses the respective target groups. Görtz presents itself as a proficient multi-brand retailer and relies on a sophisticated customer approach and an emotional shopping experience. Further concept priorities include the presentation of the values of the family firm, which has been active on the market since 1875 and ranks among Germany's top-selling shoe sellers, the brand's development as a multi-channel retailer, and a well thought-out strategy for the umbrella brand.

Overview of the different sales levels:

- **Basement: Kids and Teens / Sports**  
This department was expanded significantly during the refurbishment. An integrated climbing tree for children is the highlight in the colorful and eye-catching kid's shoe area, while the sales space for teenagers' shoes and the adjacent sports area are characterised by a cool and clear design language.
- **Ground Floor: Ladies' Fashion / Labels to Watch**  
The sales space for Ladies' Fashion remains on ground-floor level. Under the motto "Labels to Watch", Görtz introduces newcomers and innovations in an independent shop.
- **First Floor: Ladies' Classic Fashion / Ladies Premium / Accessories**  
Clear, noble, reduced – the design language in this level appeals to ladies with high standards. Noble shades of brown, natural stone, leather, and fabrics create a modern and warm ambience.
- **Second Floor: Menswear Department**  
The Menswear Department relies on tradition and handicraft and wins over its customers with a simple design and authentic materials such as oak, black steel, sisal, leather, and concrete. Numerous details like cobbler's equipment, tailor's dummies, and atmospheric images lend the space an emotional and lively touch.

Thanks to the windows facing the street, daylight illuminates the fitting area and creates a pleasant atmosphere. The staircase presents itself as an eye-catcher with niches for accessories, a decorative pattern specially designed for Görtz, and historic elements. The Flagship Store also advertises its new image to the outside – the shop windows were redesigned for the presentation of product themes and brand worlds, and were optimized as sales spaces by means of stacked podiums on the inside. The historic façade of the old counting house is emphasised through an elaborate illumination system.

#### 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, Krakow and Paris, the group of companies works for many renowned brands and retailers worldwide.

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