

Press release

Ludwig Beck becomes destination for men's fashion Schwitzke & Partner develops menswear concept

Düsseldorf / Munich, 1st September 2014 – On Thursday this week, Ludwig Beck “Store of the Senses” in Munich will open its expanded menswear section with a total of 1,500 square meters in the department store’s basement. Schwitzke & Partner developed the new concept especially for the increasingly fashion-oriented buying behavior of the male clientele, and created a new destination for stylish, high-quality menswear in Ludwig Beck’s main building in Munich.

The market segment of men's fashion is increasingly coming into focus. The days when men were not interested in fashion are long gone - the sector offers growth impulses and many new opportunities. The new Ludwig Beck menswear store concept reacts to this development with a sophisticated design language and divides the sales space into four areas: business, trend, sportswear and underwear – all of it in a noble yet natural ambience, with numerous details that provide a touch of exquisiteness.

The new menswear department is characterized by light oak wood, natural stone, classical pieces of furniture with color accents, and a multitude of stylistic details. Special eye-catchers include elaborate ceiling panels, partition walls with lamellar structure, passages clad with marble and many fine details on pieces of furniture and on the walls. Its central design element is a concrete tunnel connecting the newly developed upper level with the existing sales space – with wall elements wedged inside each other like large scales.

The new store concept particularly emphasizes the growing importance of the men's fashion segment; menswear is offered with the down-to-earth exclusivity that befits this traditional department store. The mix of labels stimulates impulse purchases, while the emotional shopping environment invites customers stay longer. The main building in Munich welcomes its brand-conscious and demanding male target group with a tailor-made design language.

About Schwitzke Group:

The Düsseldorf-based group of companies offers services for every aspect of trade and branding and oversees the entire retail process at the point of sale. With a service range including everything from strategic brand management and brand communication via design development to professional construction and interior finishing works for comprehensive store concepts, the group successfully realizes projects for brands worldwide. 25 years of experience and an international company structure with branch offices in Berlin, Dubai, Krakow and Paris make the group an important part of the retail industry. With annual revenue of around € 57 million and a total of 200 employees, Schwitzke Group works for many renowned clients from industries as diverse as lifestyle, consumer electronics, financial services and shopping centers.

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