

## PRESS RELEASE

### **Grand Re-Opening on September 7 at the Viktualienmarkt in Munich: GERRY WEBER presents its new store concept and celebrated in grand style.**

*Halle/Westphalia, 08.09.2022* The GERRY WEBER team used the premiere of the new store concept and the reopening of the Munich store at Viktualienmarkt as an opportunity to celebrate with partners, media representatives and friends on Wednesday evening before the store was opened to the Munich public on the morning of September 8.

Angelika Schindler-Obenhaus, Chairwoman and CEO, Anja Hecht-Meinhardt, Managing Director Retail and Tatjana Rothermundt, Head of Retail Experience, welcomed around 120 guests to the newly designed premises.

Angelika Schindler-Obenhaus: "I am delighted with the successful premiere here at this prominent location. It is a good omen for the new openings to come. The atmosphere was cheerful, our guests in a celebratory mood and the feedback on our new store consistently positive."

The modern store design is convincing around the central community table with bright, warm colours, natural materials, clear lines and a tidy presentation of goods. It essentially gets by with one colour and presents itself in a monochrome look.

Tatjana Rothermundt "Particularly noteworthy is the material iced beech, which develops an interesting patina through a deliberate ageing process and is previously unseen in the context of stores."

Bright and friendly at all times of the day and year, the store also ensures this through sophisticated lighting for the merchandise, which is staged on a bar system of ecru-coloured steel stretched between the floor and ceiling or on clean, flexible presentation surfaces. Storage of the merchandise is also rethought, integrated in intelligent cabinets directly in the store, allowing quick access to the appropriate sizes. The fronts of the cabinets are also designed as light boxes displaying the GERRY WEBER claims "SO GERRY" and "GERRY & ME" as well as current campaign motifs. At the same time, a staging of the "Look of the Week" provides constant inspiration and invites customers to come back.

Once the customer has found what she is looking for, she can choose between different changing rooms. On the one hand, there are several free-floating cubicles to choose from directly in the shop. On the other hand, the store has a bright and friendly changing area with large, pleasantly lit changing rooms as well as a "girlfriends' room" specially designed for joint shopping adventures. All changing rooms are also equipped with a smartphone holder for successful selfies, so that customers can get direct feedback on their latest shopping find. This also ensures a high feel-good and fun factor during the fitting. For tired shopping queens or their companions, there is always plenty of seating available to relax. In the changing area you will also find the "Digital Concierge", who can be asked for further recommendations. Throughout the store, QR codes can be photographed to send further looks directly to the customer's smartphone. Screens in the shop windows and in the store

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itself, as well as tablets, make it possible to dive even deeper into the brand and product worlds and also ensure a stronger link between online and offline retail.

Sustainability also plays an important role in the new store concept. The textile materials used for the changing rooms and the laminates used for the merchandise supports are sustainable. In addition, customers walk on organic flooring without PVC and the merchandise is illuminated by energy-saving LED lighting. The store concept is also convincing from an economic point of view as a marketable and roll-out solution.

## **About the GERRY WEBER Group**

Headquartered in Halle/Westphalia and employing some 2,100 people, GERRY WEBER International AG is one of the largest fashion and lifestyle companies in Europe. The company sells trend-oriented modern classic mainstream fashion in 54 countries. In addition to the GERRY WEBER brand, the GERRY WEBER Group also owns the younger TAIFUN brand and the plus-size brand SAMOON. For more information, visit [www.gerryweber.com](http://www.gerryweber.com)

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