



WESTWING

WESTWING OPENS STORE-IN-STORE AT ILLUMS BOLIGHUS

Strengthening the presence in the Nordics

GROUP
westwing.com

LINKEDIN
[Westwing](https://www.linkedin.com/company/westwing)

IMAGE MATERIAL
[SiS Illums Bolighus](https://www.illumsbolighus.com)

MUNICH, 08 SEPTEMBER 2025.

Westwing, Europe's #1 in Beautiful Living e-commerce, marks a new milestone in its Scandinavian expansion. Following the successful market entries in Denmark, Sweden and Finland this year, Westwing now opens its first physical Store-in-Store in Scandinavia, inside Illums Bolighus.

Design Lovers can explore Westwing's curated world of premium Home & Living at Amagervej 10, 1160 København K, in central Copenhagen. With this launch, Westwing continues its European expansion. This marks the Company's first Store-in-Store entry into Scandinavia and represents a key milestone in establishing Westwing as the premium one-stop destination for Home & Living in Europe.

Founded in 1925, Illums Bolighus is a prestigious Danish design department store celebrated for its carefully curated selection of premium interior and lifestyle brands. Illums Bolighus has been setting standards that have long attracted customers in search of timeless elegance and Scandinavian refinement.

This strategic partnership marks a new chapter in Westwing's international expansion. By joining forces with a destination known for its visionary approach to interior design and its role in shaping Danish living culture, Westwing reinforces its omnichannel strategy.

Westwing showcases a unique selection from its exclusive Westwing Collection in a thoughtfully designed 34-square-meter space, reflecting the brand's Ocean Wave colour palette and offering an intimate, tactile experience of its premium Home & Living products. The presentation underlines Westwing's commitment to aesthetic

excellence and interior inspiration, offering visitors a tangible experience of the brand's unique design philosophy. The space invites Design Lovers to explore the latest trends and timeless pieces in a setting that embodies the elegance, personality and creativity Westwing is known for.

Copenhagen is a cultural and creative hub, internationally renowned for its design heritage and modern aesthetic sensibility. With the new Store-in-Store at Illums Bolighus, Westwing not only expands its physical presence but also deepens its connection with design-savvy customers in the heart of Denmark's capital.

WESTWING



WESTWING STORE-IN-STORE COPENHAGEN

Illums Bolighus
Amagertorv 10
1160 Copenhagen

About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 21 European countries and achieved a GMV (Gross Merchandise Volume) of EUR 497 million in 2024. As Europe's premium one-stop destination for Design Lovers, it offers a unique brand experience with a carefully curated assortment of the Westwing Collection and 3rd party design brands. The integrated platform combines Shop, Daily Specials, Stores, the B2B Service (Westwing Business) and the Westwing Design Service. Westwing's team works together on its shared purpose to "Excite people to create homes that unlock the full beauty of life". Founded in 2011, Westwing is headquartered in Munich and went public on the Frankfurt Stock Exchange in October 2018.

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