



WESTWING

# WESTWING EXPANDS TO ROMANIA

Romania becomes Westwing's 22nd market in Europe

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MUNICH, 23 SEPTEMBER 2025.

Westwing, Europe's #1 in Beautiful Living e-commerce, announces its entry into the Romanian market. As the 22nd country in Westwing's European portfolio, this expansion represents another milestone to become the Superbrand in Design – introducing the brand to Romanian Design Lovers, while deepening its footprint in Eastern Europe.

Romania stands out as a promising market in Europe. With smaller urban spaces, Romanian Design Lovers are seeking smart solutions that combine functionality with style. Westwing's curated assortment, from premium furniture and elegant accessories to space-conscious designs, delivers exactly that balance. Beyond practicality, Westwing inspires with a premium touch, making Beautiful Living accessible to the customer.

Romanian Design Lovers can now discover the Westwing Collection – a range of unique premium Home & Living pieces designed in-house, blending timeless elegance with contemporary flair. The collection is complemented by a curated selection of partner brands, including Noo.ma, Louis Poulsen, and Iittala. Through this expansion, Westwing further positions itself as the premium one-stop destination for Home & Living in Europe.

With the launch in Romania, Westwing continues its expansion journey, reinforcing its ambition to become the Superbrand in Design. This strategic move not only broadens Westwing's geographical presence but also deepens its connection with Romanian Design Lovers. By extending its reach into the Romanian market, the brand continues its purposeful mission: engaging new communities of Design Lovers and exciting people to create homes that unlock the full beauty of life.

## About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 22 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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