



WESTWING

WESTWING ENTERS PROFESSIONAL TENNIS AS PREMIUM PARTNER

Strategic partnership with two of Germany's most prestigious tournaments
strengthens Westwing's presence in premium lifestyle environments

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Westwing, Europe's #1 in Beautiful Living e-commerce, is stepping onto new ground: Europe's leading premium one-stop destination for Home & Living is launching its first sports sponsorship as official partner of two of Germany's most iconic tennis tournaments – the Terra Wortmann Open in Halle and the Hamburg Ladies Open at the historic Rothenbaum venue. This move is part of Westwing's broader brand strategy, aiming to enhance both visibility and emotional relevance among Design Lovers.

With this move, Westwing brings its passion for design and aesthetics to a new arena. The brand will be represented on-site through carefully curated experiences that reflect its signature style and creative vision. At the centre of the court, a bespoke player bench – designed by Westwing's in-house creative team and inspired by insights from professional tennis players such as Eva Lys – becomes a centrepiece of emotion and design. Positioned on a branded podium, the piece spotlights Westwing's dedication to design excellence and creates a bold, elegant presence within the match setting.

“By entering the world of professional tennis, we reinforces our positioning not only as a one-stop destination for premium Home & Living, but as a lifestyle brand that lives and breathes Beautiful Living – whether at home or at centre court. We're incredibly excited to bring our love brand to the tennis community – a community that shares our deep passion for style, design and inspiration.” says Rik Strubel, CMO of Westwing.

At both tournaments, Westwing will bring its brand to life through thoughtfully designed on-site experiences. More than 125,000 visitors will be immersed in a world of Beautiful Living, with each venue featuring a 200 sqm branded space styled with Westwing's newest outdoor collection. The pop-up concept – present in both Halle and Hamburg – offers a multi-sensory journey that connects the atmosphere of the tournament with the elegance of Westwing interiors.

Highlights include the iconic Westwing player bench, an “Ocean Wave” tennis ball wall, and a mini-maxi Westwing museum showcasing design pieces in playful proportions. Each detail is crafted to inspire, engage and spark curiosity – turning visitors into future customers by creating emotional touchpoints between sport, lifestyle, and home. The activation creates a seamless connection between the excitement of world-class tennis and the design inspiration that defines Westwing – extending far beyond the tournament grounds and into the daily lives of Design Lovers.

To further amplify the partnership, Westwing will launch a nationwide TV campaign, developed by the internal Westwing Creative Team and directed by Ale Ruiz Zorrilla, across Eurosport and other key broadcast channels – timed to coincide with the French Open and the Terra Wortmann Open. At the heart of the campaign is Eva Lys, currently Germany's #1 female tennis player. During the first Grand Slam of the year, she made history as the first female “Lucky Loser” to reach the round of 16 at the Australian Open – winning hearts with her refreshing presence both on and off the court. She perfectly embodies the values of style, performance and individuality that define the next generation – and the Westwing brand itself.

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"Tennis takes me all over the world, but home is where I recharge - it's my place of comfort and inspiration. That's why partnering with Westwing feels so natural. Their passion for beautiful, individual design reflects the same dedication and personality I bring to the court. I'm proud to be part of a collaboration that brings elegance and creativity to the world of tennis in such a unique and meaningful way."
says Eva Lys.

The sponsorship marks a significant milestone in Westwing's evolution: a step beyond the traditional home environment into cultural spaces where the brand can inspire in new ways. Market insights show a high affinity between tennis fans and Westwing's customer base – confirming the strategic fit of this collaboration.

About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 15 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.