



WESTWING

WESTWING COLLABORATES WITH STILWERK HOTELS

Westwing Business Announces Brand Partnership with stilwerk Hotels

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Westwing, Europe's #1 in Beautiful Living e-commerce, announces its collaboration with stilwerk Hotels. In a joint effort, the interior design of the two multifunctional spaces, "Atelier" and "Club Room," at the stilwerk Strandhotel Blankenese has been reimaged – a project streamlining the design process through Westwing Business' end-to-end B2B solutions. Housed in a listed Art Nouveau villa built in 1902, the hotel now shines with a fresh, contemporary look following an extensive redesign.

In partnership with stilwerk Hotels, an interior concept designed by stilwerk Hotels, featuring a curated selection from the Westwing Collection, was brought to life – uniting natural materials, elegant designs, and clean lines. Iconic pieces from the portfolio – including the Westwing Collection chair "Nemo" and the bar stool "Chenille Eamy" – integrate seamlessly into the design. "With Westwing Business by our side, the interior concept has been perfectly complemented," emphasized Alexander Garbe, Managing Partner of stilwerk Hotels, noting that the clean designs and high-quality products from Westwing align ideally with their commitment to contemporary hospitality and lend the spaces a distinctive character.

"This inspiring partnership with stilwerk Hotels is truly exciting," said Alexander Hamacher Head of B2B Services at Westwing Business. *"The goal was to capture the unique spirit of the stilwerk Strandhotel in every detail, and the combination of urban elegance with natural materials creates an environment where both business and private clients feel immediately at home – whether for a meeting, a workshop, or a relaxed get-together."*

As the first pure e-commerce player covering the entire value chain end-to-end, Westwing Business streamlines every project phase to simplify the process for its clients. From initial

concept development and detailed planning to precise 3D visualizations, scheduled delivery, and expert assembly, the comprehensive B2B service is backed by personalized support from dedicated account managers and the Westwing Design Service, an in-house team of interior designers. This approach not only ensures seamless execution of projects but also enables customers to focus on creating inspiring spaces without the need to navigate complex processes.

This collaboration underscores Westwing Business' commitment to setting new standards in the hospitality sector with innovative and high-quality interior solutions. The partnership is celebrated for creating a space that uniquely unites tradition, design, and functionality, and guests and clients are invited to experience unforgettable moments in this special setting.

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About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 14 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.