

ENG - PRESS RELEASE - CI RELAUNCH / BAC

Westwing celebrates brand relaunch with campaign “Live Beautiful”

Munich, 16th October 2023. Westwing, Europe’s No. 1 in Beautiful Living e-commerce, unveils its refined brand identity, marking a bold and creative milestone in the company’s history. With the Germany-wide brand campaign “Live Beautiful”, Westwing presents a redesigned visual identity for the first time since its founding 12 years ago, including a new logo, a modernized typography and vibrant color palette. By merging its product platforms, the brand is also offering its 1.3 million active customers an improved user experience, as part of a broader shift in a new direction for Westwing.

“At Westwing, we believe that beauty goes beyond aesthetics. For us it encompasses the moments that make life truly beautiful. Beauty can be found in a product, but we want to also inspire and celebrate the small moments that elevate the everyday,” says Delia Lachance, Chief Creative Officer and Founder of Westwing. The company’s transformation is embodied in the ‘Live Beautiful’ brand campaign, capturing international homes and exploring what living beautifully truly means. The campaign takes an inspirational journey from Berlin over Frankfurt to London through authentic stories that showcase not just furniture but life itself. Going beyond the traditional definition, the campaign delves into the lives of individuals from diverse backgrounds and lifestyles, demonstrating that beautiful living is not limited by surroundings, but is accessible to everyone. “We don’t define beauty: You do.” says Lydia Kind, Vice President Brand & Creative at Westwing. “Our campaign celebrates diversity and authenticity. No matter who you are or where you live, ‘Live Beautiful’ invites everyone to embrace their own unique definition of living at home.” Over the coming weeks, the campaign will run OOH and DOOH across Germany, digital media, social media and via influencers.

The brand campaign marks the start of Westwing’s new corporate identity (CI) which was developed in collaboration with the design agency Meiré und Meiré. "Developing Westwing’s new visual identity has been more of a creative partnership than a business collaboration. Together we’ve created a distinctive, timeless, and confidently sophisticated look," says Mike Meiré, CEO of Meiré und Meiré. The new logo, with its modern and minimalist design, stands as a bold emblem, incorporating a subtle wing motif that points westward - a nod to the brand name. Westwing’s color palette has also evolved to embrace modernity while retaining its iconic turquoise, harmonizing the hue across physical and digital applications.

“As our audience grows, so do we. With our new brand strategy, we not only want to remain relevant to our customers, but also open up to a new audience. Westwing is a design brand and for our target group, design is an important part of their lifestyle. They understand the importance of their home. And we want to excite people to create homes that unlock the full beauty of life,” says Rik Strubel, Chief Marketing Officer at Westwing.

In addition to Westwing's refined look, the company merged the two online shop platforms Westwing and WestwingNow, to provide an even more intuitive and seamless shopping experience. Originally launched in 2011 as a shopping club with exclusive daily offers for registered members, WestwingNow was launched in 2015 with a permanently accessible assortment. Now, both offerings are available under one roof, Westwing for App and Westwing for Desktop, resulting in a unified shopping experience that blends daily sales and permanent shop assortments, offering a curated selection of both the Westwing Collection and premium third-party designer brands such as Artemide, Kartell and teNeues. The improved user experience as well as the new CI are the first of several developments in the coming months.

You can download high-res images here: **Link to add**

For more information about Westwing and the Westwing Collection products, please visit westwing.com/newsroom or contact Katrin Stockinger.

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ABOUT WESTWING

Westwing is Europe's No.1 in Beautiful Living e-Commerce with EUR 431 million in revenue in 2022 across 11 countries. The premium one-stop-shop for Design Lovers is offering a unique brand experience with a curated assortment of the Westwing Collection and the best design brands. The integrated platform combines Shop, Club Sales, offline store, B2B services and Westwing Studio. The team consists of 1,900 professionals working together towards a 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.