



WESTWING

WESTWING OPENS STORE IN COLOGNE

GROUP
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IMAGE MATERIAL
[Cologne Store](#)

MUNICH, 20 AUGUST 2025.

Westwing, Europe's #1 in Beautiful Living e-commerce, is expanding its physical presence with a new Store on Cologne's prestigious Mittelstraße. With this opening, Westwing further strengthens its position as the leading premium one-stop destination for Home & Living in Europe, now offering Design Lovers an inspiring experience in even more offline retail space.

Spanning 346 square metres, the new Store presents a curated brand experience that combines the Westwing Collection with exclusive pieces from selected partner brands. Every item is showcased within thoughtfully designed interior settings that fuse design quality, inspiration and functionality.

"With our new Store in Cologne, we aim to bring our brand to life in an even more tangible way while reaching new customer groups. Mittelstraße provides the ideal environment to underline our premium positioning and inspire customers holistically," says Dr Andreas Hoerning, CEO of Westwing.

Cologne is one of Germany's most frequented shopping cities and is centrally located in the economically strong Rhine-Ruhr region.

The city's high purchasing power, design-savvy audience and urban-minded clientele offer ideal conditions for strengthening Westwing's presence in physical retail.

The new Store allows customers to explore products in person and conveniently order them online via QR codes. Especially for larger pieces such as sofas, beds or rugs, this combination of physical experience and digital access provides significant added value. In addition, the Westwing Design Service is available for personalised interior consultations. On-site experts work closely with customers to create individual interior concepts that can be seamlessly adapted to a variety of living situations.

With this new location, Westwing is further expanding its omnichannel strategy. The physical presence enhances brand visibility in western Germany, establishes new touchpoints with both existing and potential customers, and deepens the connection between digital and in-store shopping experiences. Another step in this direction will follow with the opening of a store-in-store at Breuninger in Düsseldorf on 30 August 2025.

About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 20 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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Mittelstraße 11
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