



WESTWING

WESTWING OPENS STORE IN BERLIN

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IMAGE MATERIAL
[Berlin Store](#)

MUNICH, 04 AUGUST 2025.

Westwing, Europe's #1 in Beautiful Living e-commerce, strengthens its physical footprint by opening a store on Berlin's iconic Kurfürstendamm. This strategic step reinforces Westwing's position as Europe's leading premium one-stop destination in Home & Living, underlining its ambition to inspire Design Lovers both online and offline.

As Germany's capital and largest city, Berlin is a vibrant epicentre of design, culture and international lifestyle trends. With its dynamic subculture and global appeal, the city is a key market for Westwing to further expand brand visibility and reach an audience of local as well as international Design Lovers.

Situated directly on the prestigious Kurfürstendamm – Berlin's foremost shopping boulevard known for its high footfall and trend-driven visitors – the new Westwing store invites customers to immerse themselves in the brand's curated world. Thoughtfully staged interiors and inspiring room concepts showcase selections from the Westwing Collection alongside exclusive pieces by renowned partner brands.

A key element of the new concept is the optimised checkout process: customers can now pay for items they wish to take home immediately as well as larger orders such as sofas, rugs or chairs in a single transaction. In the coming months, additional Endless Aisle features will be introduced to further enhance the seamless connection between the online and offline experience.

"This opening marks an important milestone in Westwing's expansion journey," says Dr Andreas Hoerning, CEO of Westwing. "With this new store on Kurfürstendamm, we are bringing our brand even closer to

Design Lovers in Berlin and beyond. By combining our curated in-store experience with seamless digital features, we continue to elevate how customers discover and create their individual homes."

The store merges tactile inspiration with digital convenience: customers can explore and experience products on site and effortlessly order larger pieces, such as sofas and beds, via QR code for home delivery. This seamless integration ensures that Westwing's extensive assortment remains readily accessible through a simple scan. In addition, Westwing's in-house Design Service offers personal interior consultations, helping customers translate inspiration into tailor-made living concepts.

Also noteworthy is the completely new store design developed by Westwing in collaboration with renowned agency 1zu33. While first elements have already been implemented in the newly opened store in Munich, the concept is now being fully realised in Berlin for the very first time. The aim is to go beyond appealing interior design to create a feeling: natural materials and earthy tones meet cool stone, warm wood, raw metal accents, gentle clay colours and soft fabrics. This harmonious interplay sets the stage for Westwing's products and underscores the brand's premium positioning. Every detail – from the facade to the bespoke shelving systems – is designed to showcase quality, design and inspiration, inviting customers to discover something new time and again.

With the new Berlin store, Westwing continues to drive its holistic omnichannel strategy and strengthens direct customer engagement – advancing its mission to excite people to create homes that unlock the full beauty of life.

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Kurfürstendamm 197

10719 Berlin

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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