

# WESTWING

## **WESTWING GOES HAMBURG**

### **Westwing opens its first permanent store in the heart of Hamburg**

Westwing, the leader in inspiration-based Home & Living eCommerce in Europe, opens its first offline retail store in Hamburg. With the opening of the permanent store at the popular Jungfernstieg on 18th November, the company offers its loyal and new customers to get in touch with Westwing on a new level.

Located in the historic building “Heine-Haus” in the heart of Hamburg, designed by the plans of architect Ricardo Bahre in 1903, Westwing creates an opportunity for its customers to physically experience and enjoy the brand with a curated assortment of the Westwing Collection and other interior brands to show our one-stop-shop concept for Home Enthusiasts offline. It offers a great addition to discover, interact and experience all aspects of the Westwing brand in more than 500sqm sales area. *“We aimed for a strong store design that matches our overall look and feel and simultaneously allows the adaptation to local characteristics, as well as the history of the building,”* says Delia Lachance, founder and Chief Creative Officer at Westwing.

The store design features both inspirational zones presenting various styles as well as product departments to showcase the Westwing Collection and products from other interior brands. The offering consists of smaller products for direct, pay & carry purchases while furniture and bigger products can be purchased via in-store orders.

To show the DNA as a digital brand and achieve a state-of-the-art store concept, relevant services and technologies were implemented, to create a convenient and customer-centric brand space. Digital touchpoints like mobile payment, QR codes on each product tag and room sets to direct customers to the product details or the online shop-the-look page, are integrated. Digital only payment methods are offered in the store. As an additional service the experts of the in-house interior design service ‘Westwing Studio’ support the customers in creating individual room concepts and interior design solutions for their homes.

*“With our mission ‘to inspire and make every home a beautiful home’ we have already reached close to 1.5. million loyal active customers online. For us, It comes as a natural next step to open our first offline store, to be closer to our customers also in stationary retail and through the personal interaction further strengthen our position as a Love Brand. We are looking forward to welcoming our loyal and new customers to our first permanent Westwing store in Hamburg,”* says Andreas Hoerning, CEO at Westwing.

# WESTWING



## **WESTWING STORE**

*Heine Haus - Jungfernstieg 34  
20354 Hamburg*

### **About Westwing**

Westwing is the leader in inspiration-based Home & Living eCommerce in Europe with EUR 522m of revenue in 2021. Through its 'shoppable magazine', Westwing inspires its loyal home enthusiast customers with a curated product selection and combines that with gorgeous content. With unparalleled loyalty, Westwing is generating more than 80% of sales from repeat customers. Westwing's mission is: To inspire and make every home a beautiful home. The company was founded in 2011 and is headquartered in Munich. Westwing went public on the Frankfurt Stock Exchange in October 2018 and is active in eleven European countries.