



WESTWING

WESTWING EXPANDS RETAIL PREMIUM PRESENCE

Westwing expands its premium retail footprint with a new store
at Printemps Haussmann in Paris

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MUNICH, 12 APRIL 2025.

Westwing, Europe's #1 in Beautiful Living e-commerce, announces its latest retail expansion with the opening of a store-in-store concept at the prestigious Printemps Haussmann in Paris on 12 April 2025. This strategic move further strengthens Westwing's presence in one of the world's most influential design and luxury capitals, making its brand and products more accessible to French and international customers alike, while reinforcing its position as the leading one-stop destination for premium Home & Living in Europe.

Printemps, renowned for its artistic and architectural heritage, stands as one of France's leading retail destinations for lifestyle, fashion, luxury, and beauty. By partnering with this iconic department store, Westwing aligns itself with a retailer that shares a passion for timeless elegance while constantly embracing innovation and new trends. This partnership represents an important milestone in Westwing's growth strategy, supporting its omnichannel expansion and increasing brand visibility in a key international market.

"At Westwing, we are dedicated to delivering an inspiring and seamless shopping experience for design lovers. The opening of our store-in-store at Printemps Haussmann is a key milestone in our premiumisation strategy," says Dr Andreas Hoerning, CEO of Westwing. *"This expansion allows us to engage with a refined clientele in a prestigious international market, solidifying our position as a leading premium Home & Living brand in Europe. With its iconic architecture and curated brand selection, Printemps offers the ideal setting to showcase our collections and excite people to create homes that unlock the full beauty of life."*

Westwing's presence at Printemps Haussmann seamlessly blends the convenience of online shopping with the in-store experience. Located on the 3rd floor of Printemps de La Maison, customers can explore a curated selection of Westwing Collection items, from stylish home accessories to larger furniture pieces like sofas and armchairs. With QR codes, shoppers can easily order products and have them delivered directly to their homes. This integration allows customers to immerse themselves in Westwing's design expertise while enjoying the flexibility of online convenience.

"Whenever I'm in Paris, I'm inspired - by its design, its architecture, and its effortless style. A visit to Printemps has always been a must for me, drawn to its beautifully curated world. Now seeing Westwing there makes me incredibly proud!" says Delia Lachance, Founder & Chief Creative Officer of Westwing. *"Bringing Westwing Collection to Printemps is about more than just expanding - it's about giving customers the chance to see, feel, and be inspired by our beautifully in-house designed Westwing Collection. They can experience our vision for beautiful living firsthand and find the perfect pieces to make it their own."*

Paris is a key strategic market for Westwing, attracting international design lovers and a clientele with a keen sense of style. The store-in-store at Printemps not only expands Westwing's retail presence but also deepens engagement with customers, allowing them to experience the brand's products firsthand, engaging all their senses. This move supports the establishment of Westwing as Europe's leading premium destination for Home & Living.

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WESTWING STORE PARIS

Printemps Haussmann
64 Bd Haussmann
3rd floor of Printemps de la Maison
75009 Paris
France

Opening hours

Monday to Saturday: 10am-8pm
Sunday: 11am-8pm

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.

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