



WESTWING

WESTWING OPENS 10TH RETAIL STORE IN FRANKFURT AM MAIN

GROUP
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IMAGE MATERIAL
[Frankfurt Store](#)

MUNICH, 22 JUNE 2026.

Westwing, Europe's #1 in Beautiful Living e-commerce, continues its store expansion with the opening of a new standalone store in Frankfurt am Main. Located at the corner of Kaiserstraße and Neue Mainzer Straße, close to Willy Brandt Platz in the heart of the city, the new Store marks another milestone in Westwing's omnichannel strategy and strengthens the company's position as Europe's leading premium one-stop destination for Home & Living.

Frankfurt is one of Germany's most dynamic and affluent cities: Home to a cosmopolitan, design-conscious audience with a keen eye for style and quality. As one of the major international financial and business hubs in Europe, the city attracts a mix of local professionals and international residents who value quality, design and a modern urban lifestyle. With this new Store, Westwing brings its carefully curated world of premium Home & Living directly to one of the country's most discerning and trend-savvy consumer markets, further expanding its store presence in Germany.

Spanning more than 300 square metres across a ground floor and a gallery level, the Frankfurt Store is set within a stunning historic building that provides a unique backdrop for the Westwing brand experience. Every corner of the space has been thoughtfully designed to inspire: carefully staged interior settings present a curated selection from the Westwing Collection alongside selected pieces from partner brands. Natural materials, earthy tones with a touch of ocean wave, warm wood and soft fabrics create an aesthetic atmosphere that invites customers to linger, explore and draw inspiration for their own homes.

"Frankfurt's international character, strong design affinity and importance as a leading economic hub make it a highly attractive location for Westwing. The new Store enables us to connect more closely with our customers and further expand our omnichannel presence in one of Germany's most relevant metropolitan regions.", says Dr Andreas Hoerning, CEO of Westwing.

True to Westwing's omnichannel approach, the Frankfurt Store seamlessly blends tactile inspiration with digital convenience. Customers can explore and experience products in person, while QR codes placed throughout the space provide direct access to the brand's full online assortment. The integrated checkout allows customers to purchase take-away items and larger orders in a single, streamlined transaction. In addition, Westwing's in-house Design Service is on hand to offer personalized interior consultations, helping customers translate their individual vision into a coherent, beautifully realised living concept.

The Frankfurt opening reflects Westwing's ambition to become the Superbrand in Design. Following successful store openings in major German cities and Store-in-Stores across Europe, the Frankfurt Store adds an important city to Westwing's physical presence in major urban centres. Each new location brings Westwing's world of beautiful living closer to its community of Design Lovers. By combining inspiration, curated design and personal advice, the stores create a space where customers can experience the brand in a tangible and immersive way.

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WESTWING STORE FRANKFURT
Kaiserstraße 25 / Neue Mainzer Straße 26
60311 Frankfurt am Main

About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 23 European countries and achieved a GMV (Gross Merchandise Volume) of EUR 507 million in 2025. 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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