



WESTWING

WESTWING OPENS FLAGSHIP STORE IN MUNICH

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IMAGE MATERIAL
[Munich Flagship Store](#)

MUNICH, 14 SEPTEMBER, 2026.

Westwing, Europe's #1 in Beautiful Living e-commerce, marks another milestone in expanding its physical retail presence with the opening of its new Flagship Store in the heart of its founding city Munich. Following the successful temporary store near Odeonsplatz, Westwing is now opening its first Flagship Store, relocating to Residenzstraße 24, the center of Munich's most prestigious shopping quarter. More than a retail destination, the store is a bold claim of Westwing's ambition to become Europe's Superbrand in Design, offering design lovers a curated experience that combines high-quality design, craftsmanship and timeless inspiration.

Spanning more than 400 square metres across two floors, every detail has been thoughtfully considered: from "The Portal," a dramatic gateway that draws visitors into the world of beautiful living, to the "Couchwalk," a curated stage for Westwing's most iconic upholstered pieces. It replaces classic room concepts with a modular presentation that invites visitors to touch and try out the furniture, combining inspiration with product experience. The cash desk, crafted from distinctive green marble and inspired by stacked boxes, is a subtle homage to Westwing's e-commerce roots, while the brand's signature colour Ocean Wave is used to set deliberate accents. The store presents a carefully curated selection from the Westwing Collection alongside exclusive pieces from premium partner brands across dedicated living, dining, bedroom and décor worlds, complemented by an in-store Flower Market for an added sensory dimension.

With the Munich Flagship Store, Westwing is introducing its Store Concept 3.0; a next-generation retail concept that carefully fuses the brand's unique identity with the architectural heritage of the building. The new concept merges online and offline into a seamless experience: customers can browse, experience products and purchase them

directly on-site on a cash-and-carry basis. Additionally digital touchpoints are carefully woven throughout the space with iPad stations giving Design Lovers immediate access to Westwing's entire international assortment beyond the curated in-store offering. This connects physical and digital shopping into a simple, intuitive shopping experience. Another key feature of the new store concept is the even stronger focus on product expertise. Compared to previous stores, the Munich Flagship Store is divided more strongly into individual product categories, where Design Lovers can directly compare and experience different variants of a piece of furniture. This experience is complemented by Westwing's in-house Design Service, which supports customers through personalised interior consultations, helping them translate their individual vision into a coherent and beautifully realised living concept while offering a premium alternative to traditional interior design services.

"With our Flagship Store in Munich, we are setting an important milestone on our journey to becoming the Superbrand in Design. The fact that we are deliberately implementing this new store concept for the first time in our home city of Munich makes this moment even more special for us. The store combines inspiration, product experience and personal consultation in a way that shows how we understand the future of physical retail." says Dr Andreas Hoerning, CEO of Westwing.

As the home of Westwing and one of Germany's most important shopping and design capitals, Munich offers the ideal stage for Westwing in physical retail. The Flagship Store strengthens Westwing's physical presence in its home market, deepens the connection to its community of Design Lovers, and underlines the brand's long-term commitment to making Premium Home & Living tangible and excite people with inspiring design.

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 Residenzstraße 24
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About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 26 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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