



WESTWING

WESTWING OPENS STORE IN MUNICH

GROUP
[westwing.com](https://www.westwing.com)

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IMAGE MATERIAL
[Munich Store](#)

MUNICH, 10 JULY, 2025.

Westwing, Europe's #1 in Beautiful Living e-commerce, opened a new temporary Store in the heart of Munich – the city where the Company was founded and where it still holds its global headquarters.

The Store marks a key step in Westwing's physical retail strategy, creating a curated, tangible brand experience for Design Lovers in the home market. Located near Odeonsplatz in the heart of Munich's shopping district, the Store brings the Westwing brand to life, offering customers a curated, immersive experience of the Westwing Collection, seasonal bestsellers and exclusive highlights.

"In a retail environment where many brands retreat from city centres, we chose a different direction," says Dr Andreas Hoerning, CEO of Westwing. "We have always been deeply rooted in this city. It's where our journey began and where we continue to grow. Opening this Store allows us to bring the brand closer to our community of Design Lovers – combining inspiration with direct interaction and strengthening our presence on the journey to becoming the Superbrand in Design."

The Store combines digital convenience with physical inspiration: customers are able to discover the space in person and order products via QR code, while enjoying fast and seamless delivery. As a real-time testing ground, the Store also allows Westwing to gather immediate customer feedback, trial new formats and deepen brand loyalty through carefully curated in-store moments.

To further enrich the in-store experience, the Westwing Design Service offers personal design consultations, supporting customers in developing bespoke room concepts and home styling solutions. By combining expert advice with direct access to the curated assortment, the service strengthens customer engagement and transforms inspiration into real, individual living spaces.

On 09 July 2025, Westwing officially introduced the new Store to its community of Design Lovers with an exclusive opening event under the creative concept "A Journey Through Beautiful Living and Sensory Exploration". The immersive spatial design highlighted "Sensual Living" through curated moments that engaged all senses – from visual inspiration to tactile experiences – creating an atmosphere that lingered well beyond the event itself. Among the guests were press representatives, stylists and prominent influencers who explored the space alongside special guests Lucien Laviscount, known from Emily in Paris, and Veronika Heilbrunner, adding an international flair to the evening. The event was captured by photographer Clemens Porikys, bringing the unique energy and vibrant momentum of the launch to life.

Following this temporary space, a new permanent Store is planned for next year – underlining Westwing's commitment to long-term physical expansion. By integrating online and offline channels in a meaningful way, Westwing is creating a holistic shopping experience that reflects its purpose as *The Beautiful Living Company*: to inspire people to create homes that unlock the full beauty of life.

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WESTWING STORE MUNICH

Amiraplatz 1
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About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 18 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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