



WESTWING

WESTWING OPENS STORE IN LEIPZIG

GROUP
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IMAGE MATERIAL
[Leipzig Store](#)

MUNICH, 21 MARCH, 2025.

Westwing, Europe's No.1 in Beautiful Living e-commerce, continues its growth strategy by opening its third store on 20 March 2025. With this move, Westwing reinforces its ambition to become the leading one-stop destination for premium Home & Living in Europe and strengthens its presence in stationary retail.

Located in the historic Specks Hof, Leipzig's oldest preserved shopping arcade from the early 20th century, the new Westwing store seamlessly integrates with the elegant architectural elements of this iconic building. Spanning two floors with a retail space of over 250 square metres, the store offers customers the opportunity to experience the brand firsthand, featuring a curated selection from the Westwing Collection alongside exclusive designs from selected partner brands.

"While many retailers are withdrawing from city centres, we prioritise proximity to our customers. Leipzig is a dynamic commercial hub, making it an ideal location for our audience of design lovers. In our store, we offer not just products but also inspiration for interior design. Through personal consultation and a shopping experience that appeals to all the senses, we aim to make Westwing even more tangible for design lovers," says Dr Andreas Hoerning, CEO of Westwing.

The store design features both inspirational and product-focused areas. Warm colours and natural materials create a homely atmosphere, allowing customers to feel at ease. The store's product portfolio includes home accessories available for immediate purchase, while larger items such as sofas, beds, and armchairs can be viewed and tested in-store before being conveniently ordered via QR code for home delivery. By integrating QR codes throughout the store, Westwing ensures a seamless connection between online and offline shopping, making its extensive range easily accessible and immersive.

The store exclusively offers digital payment methods. Additionally, Westwing's in-house Design Service experts are available to assist customers in creating personalised interior concepts and furnishing solutions for their homes. This service not only strengthens brand loyalty but also enhances the shopping experience through expert advice and direct product interaction.

In addition to the new store in Leipzig, Westwing already operates another store in Hamburg and a shop-in-shop space at Breuninger in Stuttgart. With this expansion, Westwing reinforces its mission to serve as the leading source of inspiration for design lovers, broaden its reach through a holistic shopping experience, and further strengthen its brand presence.

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WESTWING STORE LEIPZIG

Specks Hof
Reichsstraße 4-6
04109 Leipzig

About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 13 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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