

Conversion of a total of 11,000 square metres of retail space

## Breuninger opens flagship store in Nuremberg

**After several months of renovation, the fashion and lifestyle company Breuninger officially opens the new flagship store in Nuremberg today. On more than 11,000 square meters of redesigned sales space, customers and visitors now expect a high-quality range of premium and designer brands as well as innovative services in the most modern ambience. The daily bar Eduard's and the Breuninger Confiserie round off the modern shopping experience culinary. From 04.-05.09.2020 the relaunch will be officially celebrated with special promotions and brand cooperations as well as an event series that lasts until mid-November, while respecting the Breuninger hygiene standard.**

Since 2003, Breuninger has been represented with its own department store in the heart of Nuremberg. With the comprehensive redesign and modernization of a large part of the sales area, the company is transforming the Nuremberg era into a state-of-the-art flagship store and thus investing in the further development of brick-and-mortar retail.

"We firmly believe in brick-and-mortar retail and feel close ties to the Nuremberg location. Especially in challenging times like these, it is our job as retailers to work for the revitalization and attractiveness of the inner cities. We want to make shopping an experience for all the senses through an attractive assortment, excellent services and great gastronomic offers," explains Breuninger CEO Holger Blecker, explaining the strategic decision to strengthen the Nuremberg location.

Above all, personal contact with the customer and a modern shopping atmosphere forms the heart of the new flagship store in Nuremberg: "We want to offer our customers a modern and inspiring shopping experience and convince them with innovative service offerings as well as competent and personal advice," continues Blecker.

Customers and visitors can now see for themselves the redesigned sales area and the trend-setting design designed by the internationally renowned architectural firm Blocher Partners.

"I am very pleased that, after a successful conversion phase, we can now welcome our customers in an appealing ambience and surprise them with a unique range of products. The entire Nuremberg team is highly motivated and will do everything possible to inspire customers and visitors with our high-quality brand and service innovations as well as our unique consulting expertise," says Nuremberg's Managing Director Henning Riecken, who moved from Stuttgart to the Franconian metropolis in March this year and took over the management of the Nuremberg-based company.

### **Brand highlights and space innovations**

On more than 700 square meters, an exclusive shoe world was created in the basement of the flagship store. The current collections of designer brands such as Aquazzura, Balenciaga, Chloé or Givenchy are now being presented on one of Bavaria's largest premium areas for shoes.

The leather goods on the ground floor and women's fashion on the second floor also shine in a new splendour after the renovation. In a generous and modern ambience, sought-after premium and designer labels such as Valentino, Celine, Bottega Veneta, Saint Laurent and Loewe expand the diverse brand portfolio.

### **Innovative Multichannel Services**

Maximum comfort and highest service satisfaction are key requirements at Breuninger. A few years ago, the company began to advance the digitization of The Breuninger houses as well as the connection of the individual department stores with the Breuninger Online Shop. In the meantime, Breuninger has developed into one of the leading multichannel retailers in the DACH area, and the Nuremberg-based company has now been equipped with innovative stationary and digital services.

For optimal orientation and route, customers have numerous innovative service terminals that enable immediate product and assortment queries. Customers can use them on-site to retrieve inventory across houses, either by themselves or by means of a sales representative, for example, to obtain a different size or color variant of a product. Digitally networked changing rooms also facilitate stationary shopping and offer an even more comfortable service. The established Click&Collect service has also been extended: With the new online reservation on breuninger.com, customers can reserve desired items in advance and then try them out in the store in a relaxed manner. Separate beauty rooms can be booked for exclusive treatments such as facials. In addition to customer service, the Breuninger change studio is also available for individual adjustments as well as the Personal Shopping Service, which perfectly complements the high-quality brand portfolio. Payment can be made in the entire flagship store conveniently with the Breuninger-Card.

### **Breuninger Gastronomy Concepts**

Already in early summer, two gastronomic success concepts have opened their doors at Breuninger Nuremberg and offer culinary highlights during shopping breaks from Monday to Saturday from 10 a.m. to 8 p.m.

The day and cocktail bar Eduard's invites you to linger on the second floor of the flagship store on about 90 square meters and with 40 seats. The innovative bar concept convinces with a homogeneous combination of creative beverage composition, a selected snack offers and a modern-elegant ambience. Eduard's serves an extensive menu of drinks and spirits throughout the day, complemented by sweet and savoury delicacies.

The popular in-house Breuninger Confiserie, which is already celebrating its 70th anniversary next year, is located on the ground floor and now also offers handcrafted tartelettes, cakes, macarons and truffles in Franconia. In addition, customers can look forward to an attractive breakfast and snack offer. The Breuninger Confiserie comprises a total of around 150 square metres of 70 seats indoors and outdoors, providing a relaxed view of the busy Karolinenstraße. All confectionery specialities can of course also be taken with you.