

PRESS RELEASE

Facelift: Manor Geneva with first elements of the modernised fashion concept

Basel, 2nd April 2024 – In the coming months and years, Manor will be renovating over 20,000 square metres of fashion space in twelve large department stores in the men's and women's fashion departments to enhance the customer experience. Manor Geneva shows first elements of the new fashion concept. The official launch of the new 360-degree concept is planned for autumn 2024 in the Manor department stores in Basel and Lausanne.

Fashion shopping in front of an Instagram-ready background. In Geneva, Switzerland's largest Manor department stores, customers can already enjoy an exceptional shopping experience. With inspiring outfits, trendy international brands and the attractive Manor own brand.

Fashion enthusiasts can now also look forward to newly designed areas (men's and women's) for trends and accessories as well as modern presentation elements such as the Fashion Pavilion. Including expert advice. The shop windows at Manor Geneva also have a new look and feel.

"We want our customers to explore fashion at Manor in an inspiring way, with service and advice expertise included," says Volker Kächele, Creative Director at Manor.

The first facelift in Geneva will be followed by the official launch in autumn 2024

The company's new 360-degree concept will be presented for the first time in autumn 2024 in the Manor department stores in Basel and Lausanne. With attractive shopping and theme worlds as well as a new brand portfolio and the popular Manor own brand, which will be continuously developed further.

Pictures

Download the pictures [here](#)



Responsible for Manor's new 360-degree concept: CEO Roland Armbruster (left) and Creative Director Volker Kächele



Creates inspiring worlds of experience as part of Manor's new 360-degree concept: Creative Director Volker Kächele

About Manor

As the largest department store chain in Switzerland, Manor AG has one mission: to provide its customers with an omnichannel experience that spans from physical stores to online and mobile. The Manor Group comprises 59 Manor department stores, 27 Manor Food supermarkets and 23 Manora restaurants. The company is represented in all parts of the country and employs around 7,500 people.

Around 700 of Manor suppliers are local producers who supply seasonal products to Manor Food supermarkets as part of the Manor "Local" programme. Manor is proud to offer a range of over 5,000 local products to support farmers and local businesses and promote local cultivation. Fresh ingredients of the highest quality and certified local products from a maximum radius of 30 kilometres are also used to prepare the dishes in the Manora restaurants.

[manor.ch](https://www.manor.ch)

Contact for the media:

Manor AG – Corporate Communications

media@manor.ch