Breuninger Launches New Flagship Store in Munich

Friday 7 July, 2023

More than 12,500 square metres of sales floor have been elaborately redesigned to create the new Breuninger flagship store in Munich. Now renovations are almost complete, the fashion and lifestyle brand is welcoming customers to the new shopping destination, full of inspiring product ranges, trendy labels, and innovative concepts. The final renovations will be completed on all floors this autumn.

With the extensive remodel now in its final stages, the long-standing store on Sendlinger Straße has a brand-new look. The cost of the project is in the double-digit million region. The Breuninger flagship store in Munich presents exclusive designer brands, selected newcomer brands and the must-haves of the season in fashion, beauty, shoes and accessories. The store has more than 12,500 square metres of sales area, spread over six floors.

Breuninger has dedicated around 1,000 square metres to creating one of the largest luxury and high-fashion women's shoe departments in southern Germany. Golden Goose, Jimmy Choo, Isabel Marant, Tod's, Autry, New Balance, and Adidas Originals are just some of the many brands and products available. Women's and men's collections from popular premium and designer brands like Iris von Arnim, Etro, Marin, Vetements, Max Mara, Brunello Cucinelli, Zimmermann, Victoria Beckham, and Zegna are presented on the light-filled upper floors. Brands like Sandro, Maje, Ami Paris, Dsquared, Ganni, Bash, Offwhite, and Palm Angels await customers in the high-fashion segment. On the ground floor, Breuninger has created a captivating beauty world with brands like Charlotte Tilbury, La Mer, Dr. Barbara Sturm, Doctor Mi!, Jo Malone, La Prairie, Shiseido, and Xerjoff, soon to be followed by Chanel, Dior, Tom Ford, Benefit, Mac, and more.

"As a dynamic, modern, cosmopolitan city, we believe Munich is the perfect place for the city's residents, as well as visitors from all over the region, the rest of Germany, and abroad, to experience the world of Breuninger. To us, that means not only presenting exclusive, curated products, but also creating memorable Breuninger moments for our customers", says Breuninger CEO Holger Blecker.

Breuninger supports urban integration

Commitment to a network of retail stores and vibrant city centres is a fundamental element of Breuninger's long-term growth strategy. With stores in twelve German cities, a store in Luxembourg and an online shop in the premium and luxury segment serving ten countries, Breuninger is one of the leading omnichannel department stores in Europe.

Not long after deciding to open a flagship store in Munich, Breuninger began putting down roots in the Bavarian state capital. This has already resulted in various collaborations with Munich art, cultural, and sports bodies. With its new store, Breuninger is creating around 100 new jobs for staff who embody the company's high quality of service and exclusive standards. According to Alexander Entov and René Weise, the Breuninger management duo at the Munich location: "We're proud to be creating a world of beautiful things that is unique in this region and beyond. As our customers' hosts, we want to delight and inspire them anew every

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day.” From August, the company’s own bar concept, Eduard's by Breuninger, also promises to bring a special gastronomic experience to the state capital.

Outstanding service

For more than 140 years, fashion and lifestyle brand Breuninger has been setting exceptional standards for shopping experience, trend awareness and service. The company’s own alteration, repair and personalisation studio, b_tailored, is at the heart of Breuninger’s services in Munich. Here, every garment is precisely tailored to meet the customer’s needs.

The free personal shopping service provides personalised advice in a relaxed atmosphere. Trained fashion and style consultants dive deep into customers’ clothing size, style preferences and colour needs. When they’re done shopping, customers can take advantage of the Breuninger Shuttle Service, operated in cooperation with BMW.

With their approach to linking their in-store and online offers, the fashion and lifestyle brand stands out as a driver of innovation. Customers can use online reservations to have their chosen item put aside in the store. Alternatively, with Click & Collect, orders can be picked up within one to two days in the customer’s Breuninger store of choice, with no shipping fees.

Breuninger Welcome Days from 7 to 8 July 2023

Breuninger celebrates the opening of the sensational new shopping destination on the weekend of 7 to 8 July. Visitors can look forward tolive music, cool drinks and exciting special event highlights.

Downloadable images:

https://www.picdrop.com/e.breuningergmbh./nEjXVFtiwh

E. Breuninger GmbH & Co.

The fashion and lifestyle company Breuninger was founded by Eduard Breuninger in 1881 and is now one of the leading omnichannel department stores in Europe. Over its 140-year history, Breuninger has set high standards for fashion, beauty and lifestyle with an exclusive selection of international designer brands and select newcomer brands. The online shop www.breuninger.com,
launched in 2008, is one of the most successful online shops in the premium segment and is available to customers in Germany, Austria, Switzerland, Poland, Belgium, the Netherlands, Luxembourg, Spain and Italy. Along with impeccable style and a sense for trends, Breuninger is known for being deeply customer-focused. Conveniences such as a personal shopping service, the in-house bespoke atelier, Click&Collect online reservations and a shuttle service ensure an extraordinary shopping experience, whether online or in-person. Breuninger now operates 13 department stores in Germany and Luxembourg, with around 6,500 employees. The grand opening of a Breuninger store in Hamburg is planned for 2024.

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