



About us

The Kare brand symbolises furnishing ideas which are unique, non-conformist and authentic – never boring and always full of imagination and inspiration. Ever since 1981 the company has been surprising its fans and retail partners worldwide with an incomparable and inexhaustible variety of new furniture, lighting and furnishing accessories, all expressing an intense passion for design. They include fascinating discoveries from obscure artisan workshops and slightly crazy but unique pieces of furniture creating a 'wow' effect, not to mention lovingly crafted solid wood furniture that will be cherished for a lifetime.

Kare succeeds like no other brand in tracking down style icons, developing trends and innovations in furniture design, and then using them to fulfil the dreams of furnishing enthusiasts. Open to spontaneity and with the courage to innovate, our trend scouts and creative spirits fashion surprising, affordable and desirable lifestyle collections. For unconventional and romantic spirits, for the wild and the style-conscious, for birds of paradise and all those who cast off all constraints when it comes to furnishing their own home.

Inspiration - not convention

Kare is an unconventional furniture company which strictly rejects run-of-the-mill concepts, operates strategically with a feel for the market and ensures continued success with revolutionary furnishing ideas. Jürgen Reiter and Peter Schönhofen are the guiding spirits behind all this. They founded the company as students, and as owners and managers they remain at the head of the company to the present day – working with passion, a readiness to innovate and personal commitment. As an international supplier and generator of change Kare is accordingly faster, smarter and more successful on the market.

We decorate the world!

With its own stores in Germany and Austria, hundreds of shop-in-shop outlets and around 60 brand partners, Kare inspires cosmopolitan spirits and young people of all ages in over 40 countries with an enthusiasm for individual furnishing. In 2014 the company is opening Kare Kraftwerk - its international flagship store offering a unique lifestyle experience and the furnishing ideas of the future in a former Munich power station.

Shameless since 1981!

Kare "die Zwei Wohnsinnigen" Handelsges.m.b.H
IZ NÖ Süd, Straße 3, Objekt 41, Halle 2 - A-2355 Wiener Neudorf
+43 2236 908 111 00 - www.kare.at - info@kare-design.at