

Press release

A new shop opening every two weeks, from Azerbaijan to Panama

The KARE furniture brand has expanded further in 2015

Wiener Neudorf, 07 December 2015; **The furniture company is enlarging its global network of brand shops by adding new countries and brand partners. Every two weeks new doors are being opened to the furnishing experience worlds of the Kare furniture creators. The furnishing brand which knows no cultural boundaries. Kare's regularly updated range of furniture, lamps and accessories - together with the memorable customer experience created by the brand presentation - attracts consumers everywhere, from Tokyo via Miami to Astana in Kazakhstan. With their retail concept and unmistakable brand identity, the management duo of Jürgen Reiter and Peter Schönhofen provide future prospects for the changing furniture industry. CEO Peter Schönhofen and his Global Sales team are continuing to drive forward Kare's expansion operations, and new store openings are already in the pipeline for 2016: "We'll break the magical 100 barrier even before the champagne corks pop on New Year's Eve in 2015!"**

Azerbaijan, Japan, Kazakhstan, Morocco, Poland, Panama and the USA are the new landmarks on the company's map. This means that the Munich-based brand now sells its furnishing worlds in 46 countries with a current 98 franchise partners and around 100 premium shop-in-shop partners.

Shop network grows in individual countries

The growth in new shops opening in specific countries is especially noticeable in France and Switzerland. With a new store in Nancy and a second one in Lyon, the franchisor now has seven partners in France. Apart from the above two cities the Kare lifestyle is now also available in Bordeaux, Montélimar, Caen and Clermont-Ferrand. And when the new store in Bern opens its doors next spring, the Swiss will have five inspiring locations for individual furnishing ideas. The other shops are in Basle, Dübendorf near Zürich, Hägendorf, and Lucerne.

"Our brand represents positive moments in everyday living, not just in fun-loving southern Europe and South America, but all around the world", states Peter Schönhofen. Whereas in southern and eastern Europe the brand stands out sharply compared to the discount sameness of other furniture suppliers, on emerging markets such as South America and Russia it appeals to design-conscious consumers with a taste for luxury.

The Regensburg model for German-speaking countries

As a rule the franchise partner shops feature a sales area from around 600 to 1000 m², on which the Kare product range is showcased with a uniform brand identity. Partnerships with new brand partners are controlled from the Kare HQ in Garching near Munich, while the cooperation is implemented together with national area managers and the Visual Merchandising team. In the German-speaking area, too, the trend furnishers are intending to expand with a new store concept for sales areas of 1,000 m² in easily accessible 1b locations. Kare initially established the concept in Eching in the north of Munich, and has followed it up with the recently launched new store in Regensburg. The concept will be presented to the trade public at the imm furniture fair in Cologne in January. Kare's worldwide shopfinder: <https://www.kare-design.com/shopfinder/Pressekontakt>:

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