

## New store opening in Portugal: KARE now has a second shop in Lisbon

*Wiener Neudorf, 04. April 2017;* **The Portuguese and in particular the residents of Lisbon have the reputation of being hospitable, relaxed and ready to enjoy life. It's therefore no surprise that the KARE brand successfully launched in Lisbon with its first furniture store in 2010, because such 'joie de vivre' is in the DNA of the brand. Accordingly at the end of March KARE's Portuguese franchisee opened up a second store with a sales area of 700 m<sup>2</sup>.**

The new shop is at the heart of the popular Campo de Ourique, a vibrant residential and business district around 10 minutes from the city centre. In the immediate vicinity is the city's covered market, which was opened in 2013 and offers a wide range of culinary delights, from tapas to sushi. The market is a magnet for the public and is always crowded, as are the many bars, restaurants, cafés and original shops which surround the KARE store.

### **"We love the mix!"**

Franchisee Wanda Delza knows exactly why the lively KARE lifestyle concept is so popular with her fellow Portuguese: "We love art and kitsch, multicultural influences and design, and when we furnish our homes we enjoy mixing the contemporary look with fabulous individual articles in the vintage style - and a little bit of kitsch always has to be part of it!" Wanda Delza regularly appears in Portuguese fashion and interior magazines such as ELLE with her furnishing ideas inspired by KARE.

With this new shop in a trendy district KARE is taking advantage of an opportunity to display a wider range and its latest trend worlds on a larger sales area. In line with the identity of the brand, to match its lifestyle environment the shop is showcased by its operators as "theatre with an entertainment factor". The first store is also close to the city centre, in a fashionable district near the Museu Carris featuring buildings in the historical industrial architecture style.

### **"A product range perfectly tailored to Lisbon's target groups"**

Commenting on the recipe for success applied by his Portuguese partner, KARE CEO Peter Schönhofen says: "From the very beginning the team around Wanda showed a highly professional flair for putting together the kind of product range which would attract their customers. Combined with a sophisticated marketing mix our partners in Portugal are following a highly successful strategy – congratulations!"



Wanda Delza, KARE Franchisee  
in Portugal since 2010 and  
KARE CEO Peter Schönhofen