

Press release

Rapid expansion in Columbia Second KARE shop opens in Bogota



Top showcasing of the brand identity: the second KARE shop in Bogota and its team

Wiener Neudorf, 23. May 2017; **Bogota's pulsating top shopping district, Zona T, is the location for the recently opened second KARE shop in this booming South American city. According to KARE CEO Peter Schönhofen the first shop in the city, which he opened with his Colombian franchise partners last December, has had a massive impact: "The opening of Bogota 2 only a few months later confirms the potential of this market".**

When they launched their operations in Colombia the business partners announced ambitious expansion plans, with further branches in Bogota and Medellin. The new brand shop has a sales area of around 600 m², spread across four spacious floors in an attractive corner location. Here, in close proximity to busy shopping malls, the furnishing experts are showcasing the unique KARE creative worlds in the areas of modern styles, elegance and cosy living, together with the latest eye-catching trends from the spring trade fairs. Special

displays with regularly changing new products and the exciting presentation of a wide range of accessories entice shoppers looking for creative decorative and gift ideas to make spontaneous purchases.

In the form of the Sardi business family KARE acquired a premium partner with an in-depth knowledge of retailing in Colombia. Now in their second generation, the Sardis have successfully established themselves in the furnishing business with their own stores, and are passionately committed to furniture design. In addition to Colombia, the franchise partners to the Munich furniture company also operate in further South American countries such as Peru, Panama and Costa Rica. The founder of the company is still in charge of purchasing, while the younger generation concentrates on the establishment of further branches.

In economic terms Colombia is one of the leading nations in South America and has the highest growth rate. The main drivers of this growth are the construction industry, financial services, public services and real estate. At the same time the country's rapidly growing capital city Bogota with its 7 million inhabitants – the "New York of South America" - has the reputation of being a real style metropolis.

About KARE Design GmbH

Over 200 KARE Shops in around 50 countries spread the company's "Joy of living" message to the rest of the world. This privately owned, mid-sized company with its unique product range and unconventional furnishing worlds has become ever more successful since 1981. KARE designs and markets its own furniture, lamps and furnishing accessories far removed from boring mainstream products. In addition to online shops and a subsidiary for commercial projects, KARE operates its own stores in Munich, Regensburg and Vienna, together with more than 100 franchise shops and hundreds of shop-in-shop outlets in furniture stores.

Contact for journalists

KARE "die Zwei Wohnsinnigen" Handelsges.m.b.H
Ivana Fleisch / PR & Marketing
IZ NÖ Süd, Straße 3, Objekt 41, Halle 2
A-2355 Wiener Neudorf
Fon: +43 2236 908 111 04
Email: ifleisch@kare-design.at