

PRESS RELEASE

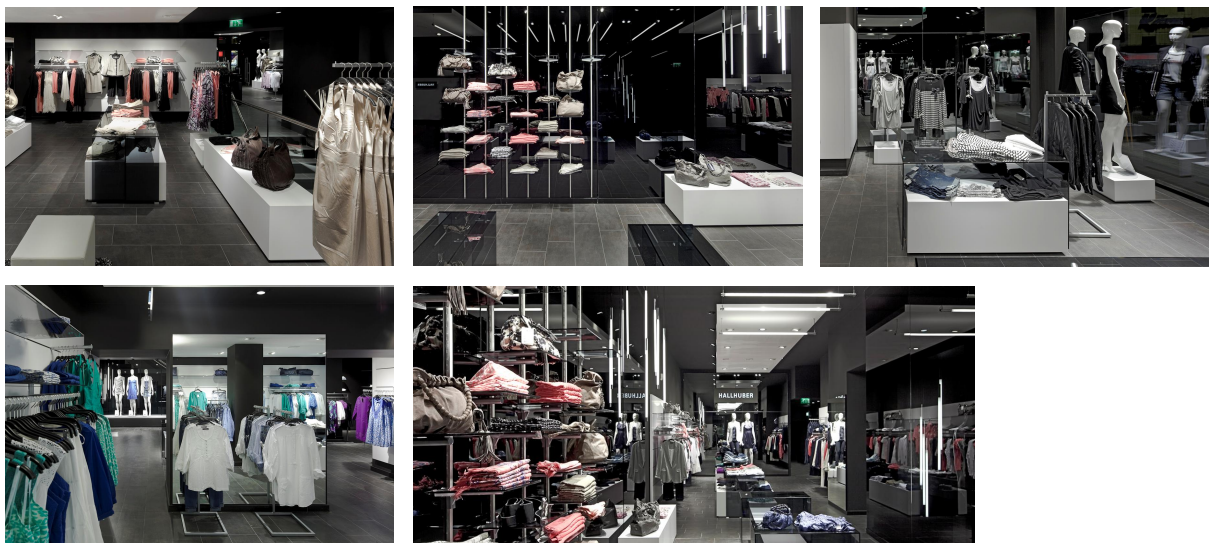
Hallhuber opens store in Cologne

At the end of March, Hallhuber opened its third store in Cologne in Schildergasse. Hallhuber GmbH is a fashion company that has been domiciled in Munich for more than 30 years and operates more than 100 shops throughout Germany, Austria, Switzerland and The Netherlands. The company has developed from a fashionable textile chain to one of the best-known and independent vertical fashion brands in Germany.

Hallhuber presents its new store concept on a sales area of 350sqm on two levels.

The development and implementation of the whole range of shop fittings was entrusted to Vizona GmbH/ Weil am Rhein.

The new store concept has a minimalist, clear and high-quality appearance. The look of the wall fittings is characterized by a white ribbon running through the entire store. Colours were kept in black and white in accordance with the Hallhuber CI and form a contrast in this area. A sail on the ceiling in harmony with the concept and mirrors support the depth of the room. All of the shop fitting systems were supplied by Visplay/Weil am Rhein. The Invisible 6 and 3 as well as the Beam system adapt horizontally or vertically to the overall architecture placing the goods in the foreground. Lighting was designed by Ansorg GmbH of Mülheim and further emphasises the attractive contrasting effect of the store. Ambient lighting was hardly used at all. The modular Lightstripe system takes centre stage and provides a brilliant accent light on the goods. Clear and integrated forms convey a homogeneous ceiling image.





Hallhuber offers its customers the entire range of the Hallhuber collection as well as accessories. The new Hallhuber store design creates the appropriate setting for a harmonious overall concept.

The new design was created by K. Hechinger and T. Kim and is now realised by Vizona GmbH in Germany and adjacent countries. The services of Vizona comprise product management, the creative and technical concept as well as the production and assembly of the entire range of shop fittings.

Kindly let us have a specimen copy. Thank you very much.

Further information and pictures are available at: Vizona GmbH, Marketing, Saskia Bruder, Feuerbachstr. 9, 79576 Weil am Rhein, Germany, T +49 (0)7621 7700 1548, saskia.bruder@vizona.com

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