



Press release

First Bandolera stores in Germany

In the last 15 years, the Rotterdam based enterprise – with its combination of high quality, attractive pricing and strong image – has become an international brand in ladies' fashion. The fashion of Bandolera takes its cues from international brands and offers its fashionable customers trends they have already seen in fashion magazines and which they have already actively considered. It does not only address ladies wearing continental sizes 34/36 but also the ones with somewhat "larger" sizes of 44 and 46.

Bandolera operates 2.000 sales outlets world-wide – including Amsterdam, Düsseldorf, Moscow, London, Brussels, Toronto and New York – as well as several independent stores, franchise stores and shop areas integrated in fashion boutiques. The first stores of the recently initiated German expansion will be opened in medium-sized cities of up to 100,000 inhabitants such as Würzburg, Lemgo and Hameln.

The first mono-label Bandolera stores opened there in premium downtown locations just recently. The retail concept in white and red was implemented by Vizona. The stores situated in historic half-timbered houses convince due to the quality of their materials and their bright and welcoming ambience. Centre of attention is the extraordinary design of the checkout which has been assembled of several red and white elements, and whose counter top seems to hover above the ground thanks to large glass elements hung in front.

Metal and glass – either clear or stained red – are the materials predominantly used in the mid-floor furniture, whose workmanship and beautiful details are quite impressive, just as all the other furnishings. Another – unusual – must in each store is the subtly integrated coffee bar.

Vizona received the complete order for the turn-key furnishing of the store – from technical design and the production of furniture through to the assembly thereof, project management for all contract work, such as painting, drywall installation, and lighting. The basic lighting as well as the various light accents perfectly complementing the overall concept was supplied by Ansorg. The underlying layout (ceiling, floor, ground plan) was also prepared by Vizona.

In the next months, further stores are to follow in Hannover, Neuss, Dinslaken, Aachen, Lingen, Iserlohn and Heilbronn.

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