

Press release

Back in the centre of Munich: KARE the City Studio

Why the Munich home furnishers remain loyal to the city centre and how they have redesigned their reopened shop.

Munich/Garching-Hochbrück, July 2022; In the middle of Munich's mid-summer hustle and bustle, KARE is once again opening the doors to its creative living worlds in the Sendlinger Straße pedestrian zone. More compact and with a new retail concept, Munich entrepreneurs Jürgen Reiter and Peter Schönhofen are thus flying the flag in the city centre. The completely redesigned space of the 500-square-metre shop has little to do with a traditional furniture shop. Its design with changing exhibitions invites Instagram photos and networking. And touching is expressly allowed in the KARE City Studio, because KARE has always been committed to experiential retail. For the reopening, the homely brand presents itself under the motto "Golden Jungle".

Convinced city centre retailers

"Our brand was born in Munich and we grew up in the city centre," says KARE CEO Peter Schönhofen, who together with his business partner Jürgen Reiter now heads the KARE Wohnsinns empire in 50 countries around the world. But nostalgia is not the reason to be present again with the brand shop in the highly frequented pedestrian zone. "A touchpoint to get in touch with customers personally and a world of experience," is how Schönhofen describes the character of the city centre shop. "The Citystudio is a flagship for the brand in a prime walking location for Munich residents and guests from all over the world." Gift articles and crazy home decorations are available to take away, and the brand's stylists show living ideas, trade fair novelties and style trends in changing booths.

Interface between e-commerce and the Kraftwerk furniture store

Online commerce is also growing in furnishing. But haptics and advice remain part of the customer's decision. The City Studio closes this gap with inspiration and a selection of material samples. It connects prospective customers with the brand's 12,000-square-metre flagship store, the KARE Kraftwerk in Obersendling, or, as a convenience offer, handles online orders on kare.de directly in the shop. But the entrepreneurs are also thinking beyond Munich's borders with their new retail concept.

Role model for business partners and test kitchen for the worldwide shop network

For more than 40 years, Reiter and Schönhofen have been developing the retail trade. Their constantly growing network with currently 110 franchise partners on all continents shows that they are backing the right horse. In the City Studio, the entrepreneurs try out innovative shop forms, which they then incorporate into their offer for franchisees. Numerous franchisees and retail customers visited the City Studio during the ongoing Redboxx Days in-house exhibition. The concept is interesting for franchise partners to add their own touchpoints in a central location to their site. The concept also offers inspiration for boutique and shop-in-shop customers.

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