

Press release

KARE grows in Montenegro

Stand-alone shop opens in the capital Podgorica

Garching-Hochbrück, 04 July 2022; The new KARE franchise store in the Montenegrin capital Podgorica is an architectural eye-catcher. Located on the central shopping mile for home and garden, the all-round glazed new building with its wide overhanging roof attracts all eyes. Floor-to-ceiling windows draw attention to the homely opening displays on around 750 square metres: the public highlights are the trend themes of modernity and glamour. Glamour was also the order of the day at the opening event with lots of celebrities and politicians, because in the Balkan republic on the south-eastern Adriatic, the KARE brand is established in the luxury and lifestyle segment.



New stand alone building of KARE Podgorica with animal welcoming committee for the opening. Image: KARE

Already in 2019, the franchise partner opened a KARE shop under the management of Ana Radonjic in the slightly more northerly coastal town of Kotor, which is on the UNESCO World Cultural and Natural Heritage list. "KARE CEO Peter Schönhofen: "Ana has quickly succeeded in running the shop profitably and increasing the desirability of the brand nationwide." A representative, larger branch with charisma in the capital of Montenegro was therefore only logical. The franchise partner has many years of experience in furniture retailing and excellent contacts through her work as an interior and outdoor designer. An important pillar for the new shop will therefore also be the planning and furnishing of commercial projects in the hospitality sector.

Only independent since 2006, the country on the Adriatic Sea is one of the youngest states in the world to benefit economically primarily from growing tourism.

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