

### Third KARE franchise shop in Bulgaria: KARE opens in the design hotspot Plovdiv

*Garching-Hochbrück, 03.06.2022;* Wherever relaxed lifestyle and enjoyment are at home, design fans love the KARE brand. This is also the case in Sofia, where KARE CEO Peter Schönhofen brought his eccentric home creations from Munich 10 years ago. Two KARE stores are now located there. Together with Bulgarian franchise partner Tsvetomir Dushkov and Marketing Manager Metodi Aleksiev, the online shop [www.kare.bg](http://www.kare.bg) also went online. The opening of the third shop in Plovdiv at the end of May was finally another event in true KARE style. Schönhofen did not miss the opportunity to come and personally cut the red ribbon. With 150 guests, media, influencers, DJ, dancers, a fire show and a nationally famous presenter, the party went on. Celebrating and seeing and being seen fits the lifestyle of Plovdiv, as Bulgaria's second largest city is a stronghold for design and lifestyle.



KARE CEO Peter Schönhofen (left) and Bulgarian Marketing-Manager Metodi Aleksiev.  
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When choosing a location, the Bulgarian franchise partner opted for a city with great potential. Bulgaria's second largest city, Plovdiv, is - still - an insider's tip for globetrotters with a picturesque old town and ancient sights. The 500-square-metre KARE shop is located just 7 minutes from the old town, within easy reach of a neighbourhood with shopping opportunities for home and garden. The space on the ground floor is an eye-catcher with floor-to-ceiling window fronts.

On the occasion of his visit, Schönhofen gave invited interior designers and planners a foretaste of the KARE stand at the Milan Furniture Fair. There he will again make new contacts for the expansion of the franchise network.

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