

Press release

Successful launch at Maison & Objet fair Paris:

New KARE shop concept convinces the trade

Garching-Hochbrück, 14.09.2022; KARE CEO Peter Schönhofen reports a good mood from Paris. The Munich-based furniture brand surprised visitors to the stand not only with their eye-catching new products. As a system provider from shop-in-shop to franchise, KARE presented new building blocks for the POS to provide answers to the current consumer climate. The concepts passed their acid test in the recently opened KARE City Studio in Munich. The placement ideas are tailored to a challenging autumn and winter season.



Booth at Maison&Objet Paris September 2022. Copyright: KARE

"In addition to Cosy Living mini bunks, accessories and home décor are the opportunity for retailers to get more out of the second half of the year, as shown by the response to this product group and our presentation ideas," says Schönhofen. "Like no other, we can supply retailers with tailor-made all-round packages for this." The KARE boss explains further: "For example, an eye-catching shelf belongs to a living environment in the shop, tastefully decorated according to our principles and with the right mix of articles". Retailers can benefit from the tried-and-tested boutique concept that the Munich-based company is fine-tuning, and they don't have to invest their own time and manpower in the presentation.

"Arousing needs and emotion is one thing. In these times, however, it is indispensable to consider relevant consumer decision-making criteria in the product mix," Schönhofen emphasises. These are: material quality, durable, sustainable products and functional added value in home decoration and furniture. Rotating table tops are an additional selling point for coffee tables, for example. In home accessories, products are in demand that have the character of a collector's item in terms of style, design and manufacturing by hand. If decorative items offer an additional utility value, the purchase threshold is also lowered. A metal vase that can pass for a gallery-quality decorative object with its artfully crafted relief and functions as a bowl for keys and the like in the hallway is placed in the shopping basket and under the Christmas tree with a clear conscience.

Those who were not in Paris will have the chance to explore top selling products with corresponding presentation ideas at the KARE in-house exhibition Redboxx Days from 23 September to 12 October 2022. Direct appointments can be made at any time by emailing info@kare.de.



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