

umdasch

THE STORE MAKERS

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BETTENRID & umdasch

Your sleep in the best hands

BETTENRID recently opened its newly designed ground floor in the time-honoured Theatinerstraße in Munich. As part of a master concept, the entire shop is being gradually remodelled – umdasch has been on board as general contractor for several years and is responsible for design and shopfitting.

"Your sleep in the best hands" – according to this motto, the traditional Munich company BETTENRID has been running its business in the heart of the city for over 100 years. For generations, it has been dedicated to the shopping experience for discerning customers and not only offers first-class products, but also meets high standards in terms of service and ambience. After the basement was already remodelled by umdasch in 2018 and the first floor in 2019, the ground floor now followed, which contains a wide range of high-quality bed linen. From the concept to the planning to the furniture and shopfitting, all tasks were in the experienced hands of the Store Makers. In addition, umdasch as general contractor was responsible for the coordination of all trades. The underlying premise of the project: The high-quality goods must be reflected in an equally appealing presentation.

Multi-storey old building chic

The master plan, which was developed a few years ago, forms the large design theme over all floors and has the motto "old building villa". Numerous elements that pick up on this topic in terms of design run through all the floors. Herringbone parquet flooring, for example. Wall panelling was also used on all floors and creates a connection between them. Two shades of grey are found across all floors and thus form a big picture in terms of colour. Another recurring element are the shelf fixtures, which underline the chic of the old building and create a feeling of home for the customers. There is also a welcome table on each floor with a fresh bouquet of flowers, just like in the reception area of an old villa.

Sophisticated store design

Upon entering the store, customers should immediately feel the passion for the product. Therefore, BETTENRID wanted to make the best possible use of the space and present as much merchandise as possible. The task for umdasch was to take up this wish and still develop a store design that did not appear overloaded. In order to visually loosen up the area design on the ground floor, a central area was placed as an eye-catcher, in the centre of which there is a large bed on which the goods can be decorated and seasonally or thematically adapted. This way, the customer can optimally visualise the goods presented. Fitted furniture made of lacquered wood provides the feeling of well-being that is so important in a specialist shop for home textiles. The furniture was all individually developed with and for BETTENRID, and classic product carriers are nowhere to be found on the ground floor. Due to the two entrances to the ground floor, the umdasch designers also had to

consider the customer journey in the store design. The retention of the large shop windows was also a must in order to attract passers-by into the shop through the eye-catching presentation of the selected goods and to offer buying impulses through the arranged settings.

Luxury made to measure

Special highlights of the store design are the sewing studio and the luxury area, both of which stand out from the rest of the shop with their black metal and black wood décor and create a noble impression. In the in-house studio, BETTENRID fulfils every personal wish for individualisation – from made-to-measure bed linen and individually filled duvets to terry towelling articles or table linen with monogram embroidery. The sewing studio should not only be like a studio in name, but also in design. Home textiles tailored to personal preferences can be discussed with customers at a standing table. The luxury area, which features premium bed linen, was designed by umdasch in a similar way to the studio with back walls and elements made of golden expanded metal. Another special feature is a paternoster with small sample cushions, which causes amazement among all home textile lovers.

And it continues

With the exception of the first floor, umdasch The Store Makers has meanwhile remodelled all floors and the common path continues: next year, the still missing upper floor, which is home to the living and terry area, is to be redesigned. The completion of the conversion is thus expected to take place at the end of 2023. According to the teams, the key to the successful cooperation between the two companies is based on mutual reliability; the ambitious goals, high standards and attention to detail also connect the two companies. Maik Drewitz, Director Shop Consult at umdasch, is enthusiastic about the long-standing cooperation with BETTENRID: "It is a pleasure for us to have been able to demonstrate our expertise over several years and several floors at BETTENRID in Munich and we are thankful for the confidence invested in us. The renovation of this store rich in tradition is something very special for umdasch." Planning for the first floor has already begun and the umdasch Store Makers are looking forward to fulfilling sweet dreams together with BETTENRID.



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umdasch: rooted in craftsmanship, visionary in the digital, always with a human aim and a goal: to realise successful stores. The Store Makers at umdasch create extraordinary worlds of experience for demanding customers in the sectors Lifestyle Retail, Food Retail, Premium Retail and Digital Retail. umdasch The Store Makers is one of the leading shopfitting concerns in Europe, with a staff of around 1,400 employees. The corporate headquarters are in Amstetten, Austria. With numerous branch locations in Europe as well as international partners, umdasch and its four operative business units realise over 7,000 shopfitting projects and 200 general contracting projects every year. Together with the Doka and Umdasch Group Ventures divisions, and with over 170 logistics and sales branches in 70 countries, the concern has been owned by the Umdasch family for over 150 years.