

## **SieMatic to present new Flagship Stores Perfecting the brand experience**

**Löhne, October 2014. SieMatic has every reason to be proud of its international progress in the company's new brand identity, with a new flagship store in Beijing opening in a highlight event to conclude the year. The flagship store reopened in the A&D Building in New York this March, fitted out "apartment style," won the K+BB Showroom of the Year Award, and the company has already been showcasing its wide range of excellent quality kitchen styles in at the Zeppelin-Carré in Stuttgart since July this year. SieMatic has also gained a prominent presence in London in Mayfair, Knightsbridge and at Harrods department store, and flagship stores have opened at prime locations in Amsterdam and Antwerp. The new-generation SieMatic flagship stores and exclusive studios provide a perfect brand experience and showcase style themes such as Pure and Classic, which were on show at the LivingKitchen exhibition alongside other product innovations presented in the new Urban style theme.**

### **Excellence in concept**

SieMatic New York won the Showroom of the Year 2014 Award from *Kitchen and Bath Business* (K+BB) magazine for its original interpretation and combination of functionality, efficiency and design. "This confirms once again that we're on the right track", said SieMatic CEO Ulrich W. Siekmann. "Our presence at exclusive locations and buildings provides the perfect backdrop to experience our brand. We've put our focus on individual consultation with bespoke kitchen designs to provide an ideal solution for any taste." Local designers and the SieMatic Corporate Architecture & Design Team at the company's headquarters in Löhne have worked together to design flagship stores in timeless elegance.

### **Themes to inspire**

A visit to a flagship store such as the one in Amsterdam will take you through model kitchens and style experiences individually appointed from top to bottom, complete with furnishings and decorations, lighting systems and multimedia modules in the SieMatic Pure, Classic and Urban themes as an inspiration for you to design your own dream kitchen. The company also provides personal kitchen consultants in the flagship stores to anyone requiring the service. The consultant gives advice in planning concepts and design details, materials and their properties, and types of workmanship

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involved, before finally sketching out your dream kitchen to give you a firm visual impression.

## **Amsterdam and Antwerp**

Open as of September 2014, SieMatic aan het Vondelpark is the first independently run flagship store to open in the Netherlands; the store is located near the Rijksmuseum, Van Gogh Museum and P.C. Hoofstraat in one of Amsterdam's most prestigious neighborhoods. The SieMatic experience spreads over a number of floors in the historical building. September also saw SieMatic open the new SieMatic du Port Flagship Store in Antwerp, Belgium.

## **Stuttgart and London**

SieMatic celebrated the reopening of its Stuttgart Zeppelin-Carré showroom on Stuttgart's Kronenstrasse in July. The showroom hosts the company's variety of high-quality kitchen styles to see and feel spread over two floors. SieMatic opened on Wigmore Street, in Mayfair London, in the fall of 2013, its design a perfect expression of London's cultural variety and vibrant spirit alongside SieMatic's rich tradition of prowess in kitchen design. SieMatic also presents a harmonious combination of natural materials, warm lighting and the most exclusive of SieMatic kitchen programs on Brompton Road, Knightsbridge, and in the legendary Harrods department store.

## **Beijing – a highlight to mark the end of the year**

SieMatic will be holding the official opening of the company's Beijing flagship store on November 7 with SieMatic CEO Ulrich W. Siekmann present. Although this will be the first flagship store in China, SieMatic has already been serving this strategically important market for fifteen years. The company is already planning another exclusive store in Qingdao for the first quarter of 2015.

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## **Preferring the best**

As a high-end brand that is also steeped in tradition, SieMatic is renowned internationally for kitchens that combine the best of modern and classic styles. The company's portfolio is notable for its award-winning designs, superior quality and functionality, and innovative kitchen detailing. Updated versions of SieMatic's successful kitchen solutions are on view in showrooms and at prestige outlets worldwide in more than 60 countries. Since its founding in 1929, SieMatic has dedicated itself to the quest for perfection and to the elaboration of ever more distinctive solutions. The company, which is headed by CEO Ulrich W. Siekmann, has always prioritized corporate social responsibility in all of its activities. To this end, the company's products are manufactured in Germany under eco-friendly conditions.

## **Captions – SieMatic to present new Flagship Stores**

### **01 Pure style themes in Amsterdam**

September saw the opening of the new flagship store in Amsterdam, SieMatic aan het Vondelpark, with each visit a journey through a variety of interior concepts and style themes.

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### **02 Monumental facade, Amsterdam**

True to the SieMatic flagship store concept, SieMatic aan het Vondelpark is located in a prestigious downtown building.

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### **03 Grand opening in Amsterdam**

Cutting the ribbon: Kathrin André, SieMatic partner and manager of the SieMatic studio concept planning office; Ulrich W. Siekmann, SieMatic CEO (second from the left); and Rainier Zweep, Director of SieMatic Niederlande (right).

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## **04 and 05 Design award in New York**

SieMatic won the Showroom of the Year 2014 Award from the highly respected *Kitchen and Bath Business* (K+BB) magazine for its original interpretation of functionality, efficiency and design at the A&D Building in New York.

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## **06 and 07 Aesthetic variety and quality in Stuttgart**

July saw SieMatic reopen in a newly reconstructed building with kitchens to see and feel spread over two floors at Zeppelin-Carré, located between the main train station, state theater and Schlossplatz square in downtown Stuttgart.

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## **08 Making impressions in London**

SieMatic has flagship stores on Wigmore Street, Mayfair (shown here); Brompton Road, Knightsbridge; and at Harrods department store.

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## **09 Monumental facade, London**

True to the SieMatic flagship store concept, SieMatic's Wigmore Street store is located in a prestigious downtown building.

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