

DOUGLAS

PRESS RELEASE

Douglas opens new flagship store in Munich

- New flagship store at Kaufinger Straße 17 will be the largest Douglas store in Munich
- Opening planned just in time for Christmas business
- Douglas again investing in high-street retail in metropolitan regions

Düsseldorf, June 23, 2020. Douglas, one of Europe's leading premium beauty retailers, will be opening its largest high-street store in Munich, with four floors and 1,160 square metres floor-space, at Kaufinger Str. 17 at the end of November 2020. Thereby Douglas continues to consistently pursue its investments in the store network in metropolitan regions. With flagship stores already established in Frankfurt, Berlin, Milan and Vienna, Douglas is now rolling out a similar location in Munich with a new concept. Douglas flagship stores are more than just sales premises. They offer a shopping experience of standout diversity and innovative beauty treatments in several booths. To this end, the new Munich store will be cooperating for the first time with a number of partners from the medical sector. What makes the Munich flagship store stand out as a unique pilot project is its "Test & Learn" strategy. Douglas will be testing how new concepts, beauty services, product ranges and single products are received by the customers, so that, if successful, they can be introduced at other branches.

Bricks-and-mortar retail remains important for Douglas, even under the special conditions of Covid-19. With first-class advisory services, space for a comprehensive range of products, inspiration from the latest trends and regular customer events, Douglas offers a unique shopping experience in its flagship stores, reinforcing its positioning in the growing premium segment. Douglas also connects in-store shopping with its e-commerce offerings under www.douglas.de, such as "Click & Reserve". This service allows customers to pick up reserved items from the store within a few hours.

With these and further activities Douglas is continuously adapting its store network to customer needs. Munich's city centre remains a highly attractive location for the company.

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ABOUT DOUGLAS:

Douglas is one of the leading multichannel premium beauty retailers in Europe with about 2,400 stores and a unique e-commerce platform that is currently being expanded into a curated beauty marketplace. The #FORWARDBEAUTY strategy defines the path into the future of omnichannel retailing. Already today Douglas is the number one beauty destination in 26 countries, offering its customers an attractive portfolio of around 55,000 high-quality products from over 750 brands in the fields of perfumery, decorative cosmetics and skin care, as well as nutritional supplements and accessories. Douglas generated sales of 3.5 billion euros in fiscal year 2018/2019. Around 20,000 beauty experts encourage and inspire Douglas customers every day to live their own kind of beauty.

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