

umdasch

THE STORE MAKERS

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AUTHOR: Katrin Fischer

BETTENRID & umdasch The Store Makers make dreams come true: Final milestone in the master plan for BETTENRID in Munich

On 10 October 2023, the first upper floor opened at BETTENRID in Theatinerstraße in Munich. As part of the joint master concept by umdasch The Store Makers and BETTENRID, all four floors of the traditional Bavarian company for high-quality home textiles have been converted in the style of an old villa since 2018. The Store Makers were responsible for the design, shopfitting and general contracting of the entire building. With the completion of the first upper floor, the long-standing cooperation between BETTENRID and umdasch in Theatinerstraße comes to a crowning conclusion.

BETTENRID – an institution in home textiles and the first address for good sleep – has continuously modernised its premises since 2018. After renovating the basement, the second upper floor and the ground floor, BETTENRID proudly presents the completion of its visionary concept with the redesign of the first upper floor in Theatinerstraße in Munich. The Store Makers from umdasch have contributed significantly to the success of this ambitious conversion – from concept, design and planning to furniture, shopfitting and general contracting. As part of their proven one-stop-shop approach, the Store Makers provided all services from a single source. The guiding idea behind the project: the high-quality merchandise must be reflected in an equally high-quality presentation. On an area of 400 square metres, the assortment on the first upper floor includes the living and terry area – from pillows and blankets to nightwear and terry goods to table and kitchen linen, customers will find everything related to home textiles. "The biggest challenge was to accommodate the extensive range in the limited space. We planned and built the furniture with millimetre precision around the goods presented," says Brigitte May, Shop Consultant at umdasch.

Old building charm over four floors

The first upper floor, like the other floors, was modelled on the style of an elegant old villa. This concept is reflected in many design elements that run through all floors. One example is the use of herringbone parquet flooring. Likewise, wall paneling was integrated on all floors, albeit in different colours. In addition, grey tones run through all floors and create a harmonious colour concept. Another recurring design element is the built-in shelves, which underline the charm of an old villa and give customers a homely feeling. There is also a welcome table on each floor with a fresh bouquet of flowers, similar to the reception area of an old villa, to welcome customers. "In 2018, the renovation work started in the basement,

and now, in 2023, the last floor is completed. Nevertheless, everything looks like it was cast from one mould, which speaks for the timelessness of the design," says Brigitte May.

Honesty bar with library flair

The centrepiece on the first floor is "Rosa's Lounge", a self-service coffee bar named after the company's founder Rosa Zaininger, whose bed cleaning business started the BETTENRID success story in 1916. The bar is reminiscent of an Honesty Bar, as usually found in hotel lobbies or lounges – an unattended drinks bar where guests select and pay for their own drinks. The elegant atmosphere of the lounge is underlined by rich green tones and wild jungle moments in the form of wallpaper. The bar is also the personal highlight of umdasch designer Brigitte May: "We designed the bar in the style of a library with cosy seating niches from which you can watch the hustle and bustle on Theatinerstraße. An absolute eye-catcher."

Tradition reinterpreted

In order to do justice to the theme of the old villa, the umdasch designers also integrated many traditional furnishing elements: a washstand in the towelling department, a decorative fireplace in the blanket area as well as an old-fashioned cooker and a replica buffet cabinet in the kitchen linen department. These signature pieces emphasise the "sense of place" of the respective product ranges and create the perfect backdrop for the goods on display. In the on-site workshop, customers even have the opportunity to have terry towelling for the bathroom and table linen made to measure, decor and individual design. An exclusive VIP shopping room offers customers an appealing environment to make their selection. This room retains its authentic charm with original wood panelling on the walls and ceiling and high-quality leather sofas. Given the growing trend towards private shopping in the premium segment, the focus here is on individual advice and a unique shopping experience.

BETTENRID and umdasch

BETTENRID Managing Director Robert Waloßek is pleased about the long-standing cooperation with the Store Makers: "We are glad that we had a partner like umdasch at our side during the renovation, which lasted several years. The broad service portfolio of the Store Makers has significantly simplified the handling of the renovation. Together we were able to successfully realise our vision for our store in Theatinerstraße." Designer Brigitte May of umdasch adds, "The first upper floor is a crowning achievement of our extensive services for BETTENRID in Theatinerstraße. We would like to express our sincere thanks to BETTENRID, especially to Tina Daamen and Robert Waloßek, for the trust they have placed in us. The opportunity to bring out the identity of this traditional Munich company through our design is of great importance to us."



Contact:
Katrin Fischer
Marketing & PR Manager
umdasch Store Makers Management GmbH
Josef Umdasch Platz 1, 3300 Amstetten, Austria
T +43 (0) 7472 69000-2500
katrin.fischer@umdasch.com
www.umdasch.com

umdasch: rooted in craftsmanship, visionary in the digital, always with human standards and one goal: to realise successful stores. The Store Makers at umdasch create extraordinary worlds of experience for exquisite customers. With their four business units – Multistore Solutions, Premium Solutions, Construction Solutions and Digital Solutions – they serve numerous fields of competence from Design Consulting & Value Engineering to Project Management, General Contracting and Shop Systems to Digital Retail. With around 1,400 employees, umdasch is one of the leading shopfitting companies in Europe. The headquarters are located in Amstetten, Austria. The company realises more than 7,000 shopfitting and 200 general contractor projects every year. Together with the Doka and Umdasch Group Ventures divisions, the Umdasch Group is active on five continents with over 170 production, logistics and sales branches. It has been in the family of siblings Hilde Umdasch and Alfred Umdasch for 155 years.