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THE STORE MAKERS

PRESS RELEASE

AMSTETTEN, 27 November 2025

Author: Katrin Kranabetter

umdasch The Store Makers brings Charlotte Tilbury's Beauty Wonderlands to life as shopfitting partner

With the opening of her largest flagship store worldwide in London's Covent Garden, British make-up icon Charlotte Tilbury has created a true beauty wonderland. Covering around 400 square metres, luxurious design, an immersive brand experience and exclusive services merge to create an overall experience that redefines modern beauty retail. The project was realised in close collaboration between Charlotte Tilbury's Global Store Design Team, Zebra Architects and umdasch The Store Makers as the executing shopfitting partner.

Beauty as an experience space

From the initial idea to the final brushstroke, one thing was clear: this was not to be a classic store. The aim was to transfer the magic and energy of the Charlotte Tilbury brand into a space – a place where customers feel like they are in their own personal beauty fairy tale. The result is a 'beauty wonderland' that impressively combines award-winning products, multi-sensory experiences and iconic brand staging.

A gently curving, pink rainbow runs through the store as a central design element, intuitively guiding visitors through the various experience areas. Each zone offers new moments of discovery – from glamorous product presentations to intimate retreats for individual consultations and exclusive treatments.

Highlights with wow factor

Architecture and emotion come together in the new flagship store:

- **Pillow Talk Parlour:** a playful beauty zone that invites customers to discover products in a private atmosphere.
- **Beauty Boudoir:** an elegant space for masterclasses, events and private beauty experiences.
- **Skin Spa:** a luxurious area for exclusive facials and skincare rituals, and the first of its kind in Covent Garden.

These spatial highlights create an immersive brand experience that brings Charlotte Tilbury's DNA to life and takes retail into a new dimension of emotionality.

Craftsmanship meets brand vision

For the Store Makers at umdasch, this project meant much more than just implementing a store design. In addition to the precision craftsmanship involved in manufacturing custom-made furniture and unique design elements, the focus was on harmoniously combining the highest quality, brand identity and emotional impact. 'Our task was to translate Charlotte Tilbury's vision into a physical experience and create a space where every detail bears the brand's signature,' says Roman Fußthaler, Managing Director Premium Solutions at umdasch The Store Makers.

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Rollout with international appeal

The flagship store in Covent Garden is the first in a series of new Charlotte Tilbury stores currently being developed internationally, with umdasch The Store Makers acting as the shopfitting partner. Together, the team is sending a powerful signal for the future of brick-and-mortar retail: away from pure product presentation and towards emotional storytelling and personalised experiences. Charlotte Tilbury's 'Beauty Wonderlands' not only embody the brand's vision, they also show how retail is becoming an experiential space today.

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Contact:
Katrin Kranabetter
Marketing & PR Manager

umdasch Store Makers Management GmbH
Josef Umdasch Platz 1, 3300 Amstetten, Austria
T +43 (0) 664 / 8311846

katrin.kranabetter@umdasch.com

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umdasch: rooted in craftsmanship, visionary in the digital world, always with a human touch and one goal: to realise successful stores. The Store Makers at umdasch create extraordinary worlds of experience for discerning customers. With their four business units – Multistore Solutions, Premium Solutions, Construction Solutions and Digital Solutions – they serve numerous areas of expertise ranging from Design Consulting & Value Engineering to Project Management, General Contracting and Shop Systems through to Digital Retail. With around 1,300 employees, umdasch is one of the leading shopfitting companies in Europe. The head office is located in Amstetten, Austria. Every year, the company realises over 8,000 shopfitting and 200 general contractor projects. Together with the Doka and umdasch Industrial Solutions divisions, the Umdasch Group is active on five continents with over 170 production, logistics and sales branches. It has been owned by the Umdasch family for 155 years.

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