



Media information

Media information with rights-free image and video material Breuninger stores reopen for the first time since December

Stuttgart, 08/03/2021

The retail trade is allowed to trade again: Breuninger kicks off by reopening its department stores at nine of its eleven locations. Today, Monday, the Breuninger stores reopened their doors for shopping by appointment for the first time since December 2020.

The 'beautiful things' are filled with life again: Around two and a half months after the government-imposed lockdown in December 2020, Breuninger can finally welcome its customers back in person. To start with, nine of the eleven department stores are reopening. Based on the state ordinances already in place, the houses in Stuttgart, Düsseldorf, Nuremberg, Freiburg, Karlsruhe, Reutlingen, MTZ, Ludwigsburg and Sindelfingen can reopen under strict adherence to the specified hygiene and safety measures.

All locations, with the exception of Sindelfingen, are implementing the Click&Meet concept, which was presented at the federal state conference and makes arrangements for shopping by appointment. These appointments can be booked in advance by telephone or easily on site at the entrance to the stores, subject to capacity. The Breuninger Store in BreuningerLand Sindelfingen can currently be visited without booking an appointment due to the current low level of incidence.

Both sides – Breuninger employees and Breuninger customers – were delighted about this first important step in reopening the retail sector. Breuninger CEO Holger Blecker on the first stage of returning to shopping: *“Over the past few weeks, we have campaigned with a lot of commitment, heart and soul and, above all, well-founded arguments to reopen with an effective hygiene concept. We are absolutely delighted about this first step, even if we have not yet reached our goal. But now we can prove that there is no contradiction between combating the pandemic and also providing retail with appropriate hygiene standards”.*

In addition to the department stores reopening as of today, all Breuninger confectioneries will also be open again from 11 March 2021. The confectionery in Flagship Stuttgart is welcoming all customers back from today, 8 March 2021.

Picture link Reopening // Breuninger Flagship Store Düsseldorf (copyright free & editorial use):

<https://www.picdrop.com/e.breuningermbh./1vNZ2HzwDv>

Rights-free, editorially usable image and video material on the Breuninger hygiene standard:

<https://www.picdrop.com/e.breuningermbh./KXoEPEqSL1>

Information on the Breuninger hygiene standard:

<https://www.e-breuninger.de/de/medienportal/breuninger-hygienestandard>

E. Breuninger GmbH & Co.

The fashion and lifestyle retailer Breuninger was founded by Eduard Breuninger in 1881 and is today one of Europe's leading multi-channel department stores. For 140 years Breuninger has set high standards in fashion, beauty and lifestyle with its exclusive ranges of international designer brands and sought-after newcomer brands. The www.breuninger.com online shop, established in 2008, is one of the most successful online stores in the premium segment and recently also became available to customers in Austria and Switzerland. Besides its sense of style and flair for trends, Breuninger represents outstanding customer focus, with service options including its Special Service, an in-house tailoring department, Click&Collect and online reservations, an in-store ordering service and a shuttle service providing a unique shopping experience both in-store and online. Across Germany, the award-winning retailer has eleven Breuninger outlets with over 5500 employees.