



Media information

Flagship Stores glow in red Breuninger urges opening up of retail

Stuttgart, 02/03/2021

A red light sign to indicate the tense situation: Breuninger is one of several well-known retail companies to have its Düsseldorf shop windows and distinctive Stuttgart dome illuminated in a striking colour. The action is taking place within the framework of the national initiative "Life in the Centre" and intends to draw attention to the challenging situation in the retail sector, which has been going on for months.

Since 16 December 2020, the doors of almost an entire industry have been closed. As the retail sector has little prospect of opening at the moment, Breuninger is one of many large retail companies participating in the broad-based "Life in the Centre" campaign. The aim of the union is to call on politicians to offer the retail sector a real prospect of opening up, to avoid ongoing threats to thousands of jobs.

Various studies, e.g. by the RKI, recently showed that the retail sector is not a hotbed of infections and that the hygiene measures and concepts already implemented last year, which were costly and extensive, have proven their worth and offer sufficient safety for employees and customers:

"We proved in 2020 that visiting our department stores while following hygiene and safety rules works very well. With this joint commitment acting as a wake-up call for politicians, we hope that we will soon be able to see our customers in person again in addition to our online shop. Pandemic control and open shop doors are not contradictory. Now, in addition to health, it is also important to preserve city centres and jobs", says Breuninger CEO Holger Blecker.

The distinctive dome of the Stuttgart headquarters and the windows of the Düsseldorf flagship store will be illuminated daily until 3 March 2021, when the Minister Presidents' Conference will take place.

Picture link for "Life in the Centre" campaign (red windows & dome):

<https://www.picdrop.com/e.breuningermbh./mzhFspB4S2>

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>

Information on the trade initiative "Life in the Centre":

<https://lebenimzentrum.com>

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.