



VICTORINOX

MEDIA INFORMATION

Düsseldorf, January 4, 2011

January 2011: Opening of Victorinox Flagship Store in Düsseldorf, Königsallee 88 Preserving tradition – with a modern lifestyle

The traditional Swiss brand Victorinox opened its first flagship store in Germany on January 20, 2011, at Königsallee 88 in Düsseldorf. Alongside London and Geneva, Düsseldorf is now the third flagship location in Europe, while also serving as the branch office for Germany.

The brand world surrounding Switzerland's famous army knife is presented on three floors with a total of 995 square meters. The top floor accommodates a showroom for selected specialized retailers, while the sales areas are situated on the first floor and in the basement. In this new flagship store, an impressive Victorinox world awaits visitors, presenting the entire product range on all stories, with a contemporary, innovative design and arranged according to each respective context. In addition to the Swiss Army Knives, this also includes household and professional cutlery, timepieces, travel gear, the fashion line and in-house fragrances. There are also many highlights: one is certainly the so-called "Knife Assembler", a small workshop where the customers can have their Swiss Army Knives put together and engraved according to their individual wishes. Another highlight is the show kitchen in the basement. This provides a special atmosphere and brings the store to life during live cooking, for which the high-quality kitchen knives are used. The oversized cross and shield, the Victorinox emblem, is another eye-catcher among the arrangement of decorative elements.

The sophisticated details and components of the interior design are captivating. For instance, oak wood represents tradition, concrete embodies the modern, steel the basis for knife manufacture and the color red refers to the origin of Victorinox – the Swiss Army Knife. One particularly appealing wall motif is the Swiss Army Knife as a pixelated graphic design on concrete. A red high-gloss wall with a cross-shaped cut-out and backlit graphics is another special visual feature, along with the glass curtains which connect the individual stories as a recurring stylistic element.

All Victorinox products, as well as the harmonious fittings concept of the new Victorinox store on Königsallee, embody the company's philosophy, which is based on solid values, such as quality, functionality, innovation and iconic design.

Your contact for further information (media):

public images GmbH, Anrather Strasse 3-5, 47877 Willich, Germany
Tel. +49.2154.49390 – Fax +49.2154.493939
email: info@public-images.de, www.victorinox.com

About Victorinox

Victorinox produces and sells unique, high quality products worldwide which are of practical use in differing areas of life: Swiss Army Knives, Cutlery, Timepieces, Travel Gear, Fashion and Fragrances. The head office of the company is in Ibach, Schwyz, in the heart of Switzerland. This is where the founder of the company Karl Elsener first set up his cutler's business in 1884 and, a few years later, designed the legendary "Original Swiss Army Knife".

Victorinox AG

Schmiedgasse 57, Postfach, CH-6438 Ibach-Schwyz, T +41 41 81 81 211, F +41 41 81 81 511, info@victorinox.ch, www.victorinox.com