



Victorinox opens new Flagship store in Zürich



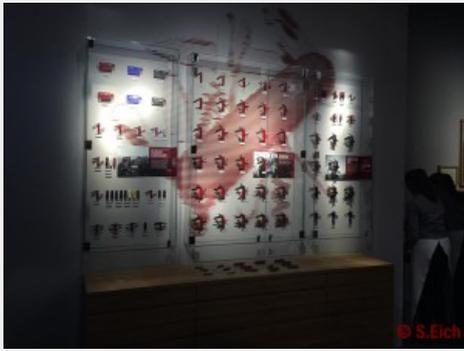
Victorinox is celebrating its 130 years. To mark this amazing anniversary the Swiss brand is opening a new Flagship store in Zürich at Rennweg 58. It is a few steps from the prestigious Bahnhofstrasse, one of the most central commercial areas in Zürich. The store has 220m² and proposes the 6 divisions of the Swiss brand: Pocket and kitchen knives, Timepieces, Luggage, Fragrances and Fashion.

The company has been wanting to open a flagship store in Zurich for some time, and now its patient search has finally paid off: the long-established Swiss brand has opened its latest store in an optimal location at Rennweg 58. It is the fourth store in Switzerland and just a stone's throw from Ibach-Schwyz, where Victorinox was first established.



When you enter the store, you dive into the amazing world of Victorinox. Everything is done in a way that you will immediately understand the company's values: Quality, Functionality, Innovation and Iconic Design. The store concept was done by Blocher Blocher Partners and the creative zone by MACH Architektur GmbH. Colors, materials, shapes and spaces were cleverly designed in order to give a pleasant experience to each visitor. From efficiency to beauty, the new Flagship store is a beautiful place for beautiful shopping.





As 2014 is the 130th anniversary of Victorinox, the Timepiece division developed a special product and a special kit that will remind you how special the Swiss company is and how relevant the creative universe of the brand remains after all these years.



In the special creative section of the store, you will discover an amazing interactive knife station. This multimedia tool will allow you to create your own knife. The experience is enhanced with a rotative display that will allow you choose the scales for your knife. Once the digital protocol is done, you can get your personalized knife on the spot.



This is what Victorinox CEO Carl Elsener explains about this new Flagship store: *"The flagship store on Rennweg is another important presence for Victorinox in Switzerland. It gives us a space to present our wide range of products to optimal effect and to make each purchase an experience for our customers. We have a flagship store in Geneva and brand stores in Brunnen on Lake Lucerne and Zurich Airport, now our customers can discover the Victorinox brand right in the centre of Zurich."*

After very successful store openings in Germany (Dusseldorf and Cologne), in the UK (London) and in the USA (NY), it is a strong symbol for Victorinox to open a new store in Switzerland. The Swiss brand definitely wishes to be a Prophet in its own land. Victorinox has already a nice flagship store in Geneva and 3 brand stores: Brunnen (with an interactive Museum) and 2 other stores at Zürich airport (air and land side). Victorinox has been growing its Retail strategy by choosing the best locations in each city. This allows the brand to benefit from a natural traffic made of local people as well as tourists. In this sense the Geneva Flagship store is one of the most profitable.

Carl Elsener, the company CEO, wishes to develop Victorinox in the respect of the company values and to create a pleasant and efficient shopping experience.



Switzerland has true treasures of ingenuity. Most of them are great country ambassadors. Victorinox became an universal symbol of the Swiss spirit all over the world. Each store they open is a bit of Switzerland they bring around the world. Something to be proud of.

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