Project Description

Blue Tomato is one of Europe's leading online shops for snow, surf and skate. Without forgetting the importance of the online shop, the value of stationary shops has also been recognised. With several new openings in the last few years, Blue Tomato has grown steadily and now boasts shops in some of the busiest shopping streets in Austria, Germany and Switzerland. In Innsbruck - one of the main hotspots of the European snowboard and ski scene – of course, there is a Blue Tomato shop. In the 500 m², you can find snowboarding, freeskiing, skateboard, surfboard and longboarding. The architects of pluspunkt created a cool and relaxed atmosphere beside the already realised shops in Vienna, Salzburg, Bregenz, Lienz, Essen, Munich, Cologne and Berlin. The STUDIO spots provide effective illumination for the top styles from massive brands such as Burton, Volcom, Roxy and Vans.

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