Project Description

With its elegant, two-storey glass facade and striking corporate emblem, the new three-floor flagship store of the world-famous Swiss family business Victorinox beckons to visitors on the Düsseldorfer Kö from a long way away, putting them totally under its spell as soon as they walk through its doors. The innovative store concept is particularly pleasing. While the showroom on the upper floor remains reserved for dealers, visitors can experience Victorinox’s entire range of products on the ground and lower levels, from the world-famous Swiss Army Knife to household knives, watches, travel luggage, clothing, and fragrances. Customers can visit the “Knife Assembler” to design their own pocket knife and have it engraved. A show kitchen is also ready to let customers try out Victorinox’s high-quality line of knives right there on location. Nothing was left to chance when selecting materials. Oak and brick convey tradition while steel alludes to the basic material of knife production and concrete suggests progress. The colour red is a constant reminder of the origins of Victorinox.

The challenge of this lighting design was to work with very different ceiling and wall conditions. The display walls and showcases in the middle room are illuminated with simple track spotlights from the beautiful wood panel ceiling. In areas with open ceilings, however, black tracks and black lamps provide a contrast to the ceiling’s concrete appearance. At the same time, the use of spot reflectors ensures that the products are effectively staged. Shapes, colours, and light all work together to sensualise the shopping experience.

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VICTORINOX FLAGSHIP STORE
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