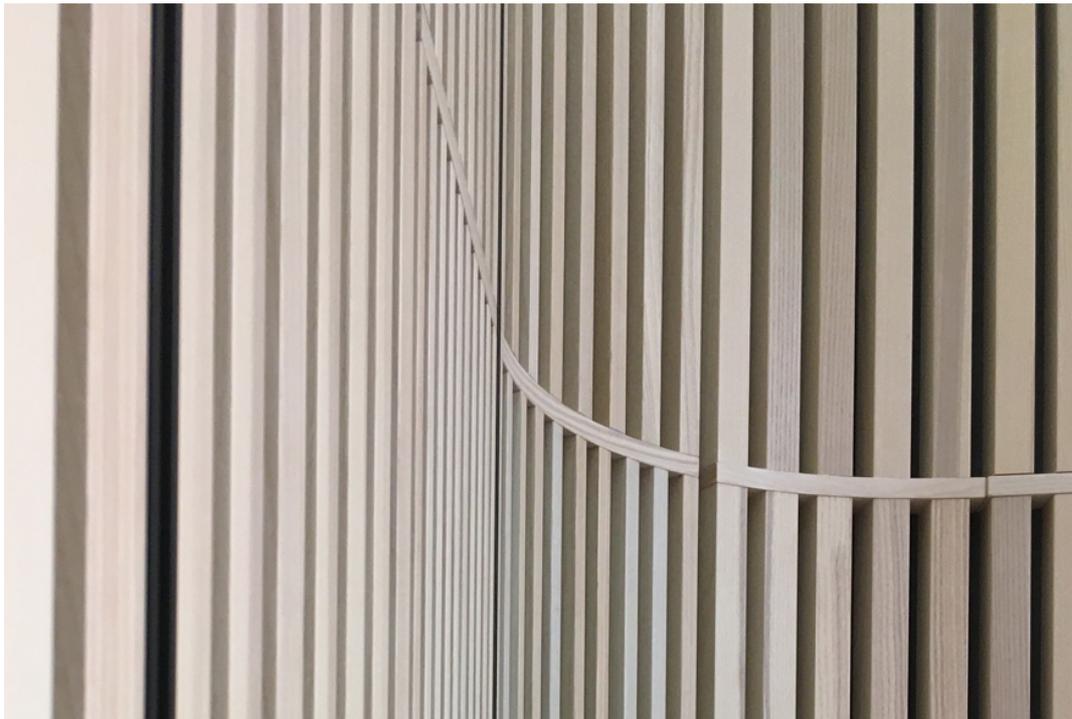


Press Release – Hamburg, November 2019

BRAUN
HAMBURG

BRAUN Hamburg reopens store at Mönckebergstraße

After a two-month phase of reconstruction, luxury fashion retailer BRAUN Hamburg announces the new opening of the remodelled Mönckebergstraße store on November 23, 2019.



BRAUN Hamburg never stands still:

Since its founding 86 years ago, the family-owned company has kept re-inventing itself. After the opening of the Kaisergalerie store in 2014 and the extension of its headquarters in May 2018, CEO and third-generation owner Lars Braun has been remodelling the original Mönckebergstraße store in Hamburg since September 2019. "In times when many retailers don't believe in brick-in-mortar stores anymore, I am immensely proud not only to fundamentally re-position ourselves, but also to establish another pillar in Hamburg with our new space," Lars Braun comments.

The established family-run company now has three stores in the heart of Hamburg and, together with their online shop, has more than 110 employees. During the two-months of reconstruction, Braun temporarily closed the Mönckebergstraße store and presented a third retail space at the corner of Ida-Ehre-Platz and Speersort 4-6, which will continue to exist even after completion of the works in the Mönckebergstraße. Right above the retail space on the ground floor of the Speersort 4–6 building, Braun is extending the logistics space for online sales on the first floor to 800 sqm.

Since 1937, the store at Mönckebergstraße has been a vital part of the company's history, being located on the most frequented shopping street in Hamburg. It remains – together with

the Kaisergalerie store – the go-to destination for the discerning gentleman. The exclusive portfolio and the uncompromising approach to service make BRAUN Hamburg truly unique in Hamburg and far beyond.

The architects of Blocher and Blocher Partners supported Lars Braun in creating the perfect interior design for both Mönckebergstraße and Kaisergalerie stores.

“We strive for development, individuality, and we strive to offer an incomparable shopping experience. We create a space for fashion in an adequate atmosphere. We show how architecture and fashion become one – only the best of the best. Our clients can explore our BRAUN Hamburg brand as well as our unique service. Our products are very special and the shopping experience should be a highlight for every customer. Perfect quality and the best fit play just as big a role as the perfect interior design in the stores”, CEO Lars Braun comments on his project.

The new BRAUN doesn't know borders, it creates space for impressions und creativity and represents the luxury menswear retailer BRAUN Hamburg in all its facets – even more noble, more impressive, more beautiful – it is true masculine elegance with Hanseatic understatement.

For more information, printable images and product cut-outs, please get in touch with us:

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About BRAUN Hamburg

BRAUN Hamburg offers a highly exclusive selection of international luxury brands, such as Bottega Veneta, Brioni, Brunello Cucinelli and Dries van Noten as well as Ermenegildo Zegna, Etro, Moncler, Santoni, Tom Ford and many more. Our heritage fashion house with three shops in Hamburg has always stayed true to our belief that comprehensive service lies at the core of our business.

To achieve this, our trained staff's professional and people skills are crucial. Not only do we offer individual and personal advice, we also provide our own alterations studio as well as laundry and shoe repair services, all of which provide an associated delivery service, and thus take great care of our discerning customers.

BRAUN Hamburg stands for a very diverse range of offerings that is almost unrivalled in Germany. The store at www.braun-hamburg.com provides customers with an individual and exceptional online shopping experience.