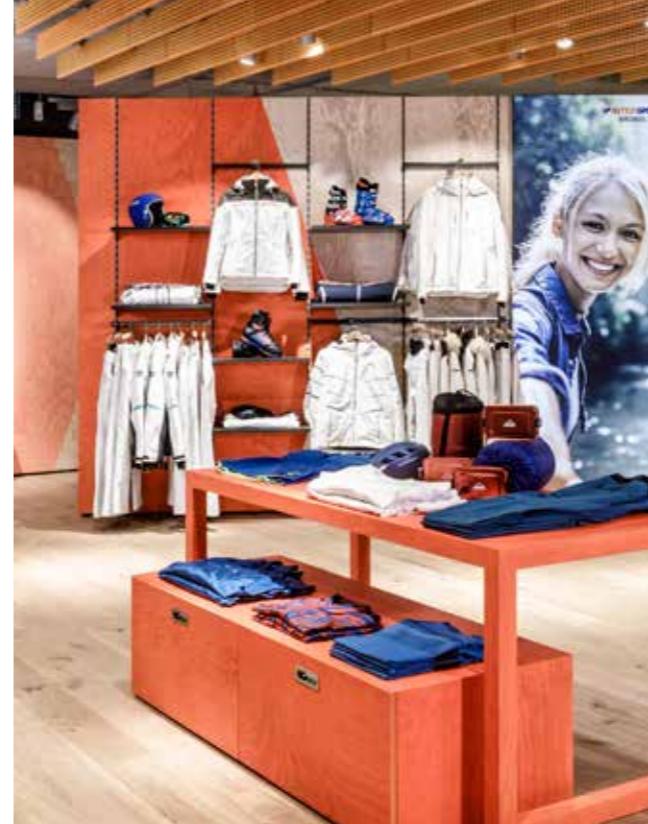


Intersport Bründl

EIN ELDORADO FÜR SPORTBEGEISTERTE
AN ELDORADO FOR SPORTS FANS

PROJECT MANAGEMENT



D Neben Fügen und Kaprun hat Umdasch Shopfitting für Intersport Bründl auch im McArthurGlen Designer Outlet in Salzburg ein einzigartiges Shopping-Erlebnis inszeniert. Auf einer 2.500 m² großen Fläche wurden 1.200 m² neu gestaltet. Eigentümer Christoph Bründl ging so in Zeiten des Online-Shoppings den Schritt der Vergrößerung seiner Verkaufsfläche.

Metal shop elements were equipped in some cases with wooden back or side walls which display the products in an understated but expressive manner.

Auf den drei Etagen wurde mit einem Shop Konzept von blocher partners, einem zeitgerechten Interieur von Umdasch Shopfitting und zahlreichen Shopping-Highlights ein Eldorado für Sportbegeisterte entwickelt: eine Bar samt Lounge zum gemütlichen Verweilen, eine Polarstation, eine Schuh-Teststrecke, eine Hütte als Aktionsfläche und eine Rutsche die von einer Etage zur nächsten führt.

E In addition to Fügen and Kaprun Umdasch Shopfitting has also staged a unique shopping experience for Intersport Bründl in the McArthurGlen Outlet Center in Salzburg. 1,200 m² were redesigned within a total area extending over some 2,500 m². In these times of online shopping owner Christoph Bründl even went a step further and enlarged the sales area.

Across three floors, an interior in line with the times was developed by Umdasch Shopfitting after a shop concept by Blocher Blocher Partner, creating a wealth of shopping highlights and an eldorado for sports fans. There is a bar and lounge for a cosy stay, a cold chamber, a shoe test course, a hut as a campaign setting and a slide that leads from one floor to another.



CHRISTOPH BRÜNDL

TO DATE CHRISTOPH BRÜNDL HAS OPENED MORE THAN TWO DOZEN STORES THROUGHOUT AUSTRIA WITH ALMOST 500 EMPLOYEES AND A TOTAL AREA OF 19,000 M². HOWEVER, THE SPORTS RETAILER EXCLUDES ONE POSSIBILITY: HE WILL NOT BE ADDING AN ONLINE SHOP. HE REMAINS LOYAL TO THE BRÜNDL RECIPE OF "EXPERIENCE SHOPPING".

"I DON'T WANT TO BE A SMALL FISH IN THE SHARK POOL OF EUROPEAN ONLINE RETAILERS. I WOULD RATHER BE THE CROCODILE IN THE MOUNTAINS – AND THE ONLY ONE THERE", HE SAYS.