



**Press release**

## **A New look for C&A Solingen**

**Solingen store offers innovative shopping experience with modern design and service features**

Solingen, 03.09.2019. After extensive renovations, C&A will open its Solingen Neumarkt store on Thursday, 5 September at 11:00 a.m. With eye-catching design features and additional services, C&A is meeting current customer expectations for a shopping experience that is simple, inspiring and attractive. The key themes of service, sustainability, and linking online and offline shopping underscore the new in-store experience.

C&A's new fall collection will be on display in the entrance area for the store opening. On the ground floor, shoppers can take inspiration from a wide-ranging, trendy and clearly structured selection of women's wear, while the collections for men and children can be found on the upper floor. Free Wifi is available throughout the store, while modern seating areas and a coffee bar in the new Pop-Up section on the ground floor invite the whole family to relax and linger.

*"The customer experience is at the heart of all our new design and service features,"* said Volker Dick, Head of Store Concept C&A Europe. *"It's our goal that everyone can quickly and easily find what they're looking for, whether they're in one of our shops or shopping online, which is why we're aiming to link both of these retail worlds."*

That's the benefit of the "Click & Collect" service areas, where customers can easily pick up items they've ordered online. Just as easily, customers who find that their size isn't available in the store can scan the item with their smartphone, and have the correct size delivered to an address of their choosing if it's available online.

Tablets in the changing rooms help customers request a personal consultation with a staff member. The newly designed check-out area in the Solingen store also features a self-service check-out option.

The new "DruckBar" (printing bar) gives customers the opportunity to personalise t-shirts and bags made of organic cotton with a design of their choice, and have them printed directly on site. Fans of lifestyle brands and statement clothing can look forward to the latest from Lookabe, the statement fashion label from Germany's nearby Ruhr area. And last but not least, customers at C&A in Solingen will also be able to take advantage of the tried-and-tested alterations service, including for last-minute alterations.

*"One of the big advantages of going to a brick-and-mortar store is the human factor in the customer service we're able to offer. We want our customers to feel at home in our stores and support them with competent sales advice,"* said Sarah Vater, branch manager at the C&A store in Solingen.

The importance of sustainability is evident in many places throughout the store. The new lighting concept, for example, uses



only energy-efficient LED technology. "In order to provide our customers with more information, we are increasingly using the store to draw attention to our #wearthechange and Cradle2Cradle collections," said Sarah Vater. C&A is the world's biggest buyer of certified organic cotton, and the third-largest buyer of sustainably produced cotton. The company is constantly expanding its range of sustainably produced textiles, which are being actively promoted in Solingen via improved product displays.

At C&A, sustainability is not only important for the products, but also for the stores, which is why all German stores run on renewable energy sources. In addition, the C&A store in Solingen is carbon neutral.



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**About C&A:**

With nearly 1,400 stores in 18 countries worldwide and around 31,000 employees, C&A is one of the leading fashion retail business in Europe. C&A welcomes and provides millions of visitors each day with good quality fashion at affordable prices for their entire family. C&A also has a presence in Brazil, Mexico and China. For more information, see [www.c-a.com](http://www.c-a.com).