



Corporate | 01.09.2023

## TOM TAILOR ROLLS-OUT NEW STORE CONCEPT

This autumn, Tom Tailor introduces a new store concept in Austria and Germany. Elevating the brand's real-life experience while arousing great media attention.

A seamless store front, engaging storytelling screens, natural design elements and personalized customer care: On September 1st, we started the pilot testing of our new store concept in Germany and Austria.

Before, our team has been working enthusiastically on making our vision reality. The result is a new store design that reflects who we are as a brand – rooted in realness, always moving forward, down-to-earth.

The new store approach is designed to strengthen the customer journey. It invites customers to discover our latest collections and dive into our casual brand lifestyle: "Our team created a welcoming space with a relaxed atmosphere that makes customers feel comfortable while experiencing an inspiring and individualized service," says Gernot Lenz, our CEO.

During our pilot phase, we focus on eight point of sale locations in Germany and Austria. The first store with the new concept opens in Vienna's 'Westfield DonauZentrum' on September 7th. The shop-in-shop with the new design reopens at Kastner & Öhler in Graz. The next cities will be Hannover, Oldenburg, and Linz.

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