

## Loewe opens new flagship store in the chic seaside town of Knokke

Kronach/Antwerpen. - The Belgian town of Knokke-Heist in West Flanders is especially well-known for its 12km-long fine-grain sandy beach, its high-class holiday apartments and numerous upmarket boutiques. Due to its geographical situation, Knokke is a very popular holiday destination for the high society of Antwerp, Brussels and even Germany's Rhein-Ruhr region. Knokke is also home to the Royal Yacht Club. Loewe opened another Loewe Gallery in this ideal environment on 18 December, marking a milestone in the development of the Loewe Gallery concept in Europe. Individualised television sets, large home cinema systems, DVD players and audio systems are presented there.

However, the architecture also sets standards, as Loewe not only presents a new lighting concept in this gallery, but also creatively implements the complex topic of connectivity in perfection. Just like the products themselves, the Loewe Gallery embodies the values of the premium brand – with a bright, light colour scheme to perfectly highlight the products, their materials and colours. The set-up communicates the aims of a technical, functional brand with a timeless purist style. The focus is on Loewe's particular expertise in customised multi-room solutions, with the aim of making the creative and technical elements of the premium televisions and audio components transparent.

This is supported, amongst other things, by a lighting concept developed in partnership with Zumtobel. The direct and stark lighting optimally brings the design and technical excellence of the products to the fore. In the background, cove lighting creates soft, graduated light and therefore ideally convey the brand-appropriate atmosphere of the Loewe Gallery.

One significant central aspect of the Loewe Gallery concept is the expert advice offered to customers by the specialist retailers. Individualised premium TV and audio solutions such as those offered by Loewe require comprehensive information. That is why, at the Loewe Gallery Knokke, customer consultations

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are also brought to the fore architecturally, too. As in an architect's office, customers, developers and interior designers can take a close look at Loewe's multi-room expertise from the heart of the Gallery. Next to a large desk, where plans can be laid out, an abstract architectural model is available for the first time for visualisation purposes. The model simulates three rooms in an apartment, which can each be individually equipped with miniatures of Loewe products. With the help of simple symbols, abstract topics such as WLAN or Powerline can also be made clearer using a system of combining 'blocks' of information. Thanks to the central position in the Gallery, the original Loewe products are always in view throughout the consultation using the model.

For those who find this still too abstract, there is the rear area of the Loewe Gallery. There, life-size examples of a kitchen and a living area with a shelf unit and home cinema system are set up. In these surroundings, the individualised Loewe Multiroom solutions can be impressively demonstrated. The Connect TV family makes it simple to link a variety of multimedia applications in your home. And everything can be controlled using the TV set's infrared remote control.

Loewe Galleries can be found in many international cities including Paris, London, Vienna, Hong Kong and Moscow.

**LOEWE.**