

Store network expansion

House of Beauty celebrates reopening in Vienna

- DOUGLAS opens luxury flagship store in one of Vienna's most exclusive shopping streets after a few weeks of modernization work
- Grand opening celebration from July 18 to 20 with numerous highlights and activities
- Modern store concept meets historic Viennese luxury and impresses with a large selection of exclusive premium brands and individual beauty services

Vienna, July 1, 2024 - DOUGLAS is reopening its luxury flagship store in the heart of Vienna, in Ernst Wahlliss' porcelain department store. After closing in mid-April, the store shines in new splendor after just a few weeks of modernization. From July 1st, Viennese and international customers can expect an extensive and luxurious product portfolio as well as individual services on two floors with a total of 795 square meters.

"Our new store at Kärntner Straße 17, right in the heart of Vienna, is an outstanding example of our strategy," says Veit Weiland, CEO DOUGLAS DACH. "It is a triad of iconic architecture, historic urbanity, luxury and expertise in the space. Vienna is a cultural stronghold, center and contact point for European and international customers who value quality, service, inspiration and exclusive products. Here, our customers can enjoy a luxurious shopping experience tailored to their needs. The strategic optimization of our store network is a key component of the Group-wide omnichannel strategy 'Let it Bloom - DOUGLAS 2026'. The House of Beauty in Vienna not only marks a significant and important milestone in Austria, but also the long-term and sustainable implementation of our strategy within the DOUGLAS Group throughout Europe. One thing is certain for us: the stores are and will remain an important point of contact for our customers."

Tradition meets luxury: the DOUGLAS House of Beauty in Vienna

With its unique porcelain-clad façade in the prestigious historicist style, Kärntner Straße 17 is one of Vienna's most famous addresses. The Viennese House of Beauty extends generously over two floors, in which historicist building elements merge with high-quality materials in a modern color concept of white, black and grey with golden accents to create an exclusive shopping ambience with a feel-good factor. The interior design follows a stringent, aesthetic scheme that combines varied product displays and service points to create an inviting and functional retail concept. The beauty favorite in the bustling city center stages exclusive brands such as Nars, Drunk Elephant and Charlotte Tilbury within appealing theme worlds and offers new, innovative beauty applications.

Product diversity in the DOUGLAS brand worlds

On the first floor of the DOUGLAS store, customers can experience the thematically divided theme, brand and product worlds. From facial care brands to trendy decorative cosmetics brands, the store presents a carefully curated brand mix of innovations, bestsellers and classics. The upper floor is home to a diverse range of luxury and niche fragrances, with highlight brands including XERJOFF, Versace Atelier and Creed. The central element of the extensive range is a world of luxury brands, including Chanel, Armani, Tom Ford, Lancôme and Austria's exclusive brands Charlotte Tilbury,

Carolina Herrera, Augustinus Bader and Dr. Barbara Sturm. The classics are complemented by young brands such as Sol de Janeiro, MAC and Kylie Cosmetics.

Comprehensive selection of individually tailored services and beauty suite

DOUGLAS customers can look forward to a professional and individual shopping experience: from waxing and plucking to tinting and brow lifting - eyebrows are skillfully staged at the Benefit Brow Bar. In addition, the service portfolio also offers a professional, free skin analysis for personalized care and product recommendations. The highlight of the versatile store concept is the new Beauty Suite on the second floor: perfectly coordinated skincare treatments from brand partners Sensai, La Prairie, Babor, Dermalogica, Dr. Susanne von Schmiedeberg and La Mer as well as innovative, luxurious facial treatments such as microneedling, microdermabrasion, ultrasound and hydrafacial, as well as manicures and pedicures are offered here. For those who need to get ready quickly, the store offers an after-work make-up service, where customers can be styled for the evening in just 15 minutes.

Grand opening celebration

From competitions, lucky bike raffles and products to test, to photo spots and product consultations - at the grand opening celebration from July 18, Viennese customers can look forward to three days of diverse promotions, offers and special beauty entertainment. There will also be a GHD styling station on an event area directly in front of the store.

About the DOUGLAS Group

With its brands DOUGLAS, NOCIBÉ, parfumdreams and Niche Beauty, the DOUGLAS Group is the leading omnichannel provider of premium beauty in Europe. The DOUGLAS Group inspires its customers to live their own kind of beauty by offering a unique assortment online and in around 1,860 stores. The DOUGLAS Group is the partner of choice for brands and offers a selected range of exclusive brands as well as its own corporate brands. The product range includes fragrances, make-up, skin care, hair care, accessories and beauty services. The corporate strategy "Let it Bloom - DOUGLAS 2026" focuses on strengthening the successful omnichannel positioning and the consistent further development of the customer experience. The successful business model is based on the DOUGLAS Group's omnichannel offering, leading brands and data expertise. In the 2022/23 financial year, the DOUGLAS Group generated sales of 4.1 billion euros and employed around 18,000 people across Europe. The DOUGLAS Group (Douglas AG) is listed on the Frankfurt Stock Exchange.

For more information, visit the [DOUGLAS Group website](#).

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