

Rolf Benz

New mono brand stores in China

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Photo: Rolf Benz

The upholstery and design furniture brand Rolf Benz is expanding with monobrand stores in China. Since July 2019, there is already a new shop in Suzhou. In November, stores will open in Shanghai, Beijing and Hangzhou, followed by another store in Shanghai and one in Changzhou in December. A store in Dalian will open in February 2020.

Rolf Benz manages all business together with local trading partners. In addition, a monobrand store in

Xiamen is already in operation in 2018 together with partners. In Tokyo (Japan), there will also be a flagship store in its own building in the affluent Aoyama district.

To support the Asian business, Rolf Benz now has its own, six-staffed organization in Shanghai.

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