



Grand Opening: Occhio celebrates the opening of its innovative flagship store in the heart of Hamburg

Munich/Hamburg, May 10, 2019

A new culture of light in northern Germany: Occhio, the design luminaire company, was joined by some 700 guests to celebrate the official opening of its flagship store in the heart of the Hanseatic city on May 9. With more than 600 square meters, the Occhio store Hamburg sets new standards, while uniting a unique light and brand environment with a center of expertise for light planning.

From now on, Occhio welcomes private customers, contractors, architects and light planners to its fourth and largest flagship store at the prominent location on Rathausmarkt square, where an interactive brand and product world covering more than 600 square meters promises to make light a true experience. The company presents its holistic luminaire systems on two levels, thus allowing visitors to discover their innovative functions and possible applications, in addition to offering comprehensive expertise in light planning. "We hope that the Occhio store Hamburg will serve as a beacon for light culture and invite visitors to become the lighting designers of their own living spaces. Customers and those who are interested can discover Occhio's entire range of applications and see firsthand just how important good light is for the overall quality of life," explains Axel Meise, founder and designer of Occhio.

In addition to being an innovative showroom for private customers, the Hamburg store serves as a branch office and center of expertise in the north for the Munich-based company: Not only can Occhio partners, architects and planners experience the entire product portfolio live and in action, they also have access to experts in light and project planning. Furthermore, the attractive rooms can be used by cooperation partners as venues for events.

The multifunctional showroom concept was executed together with the renowned architectural firm einszu33 and emphasizes a warm and pleasant atmosphere that serves as a backdrop for the clear and coherent product world. Visitors are welcomed into an appealing, bright showroom, where »space stations« act as display areas for the various luminaire and spotlight systems and treat guests to an interactive encounter with the products. At the same time, the design luminaires are also staged in homelike style settings.

The bar and lounge area on the second floor is an absolute highlight: Occhio invites visitors to enjoy the light and ambiance while taking in the inspiration of the brand environment. The puristic white setting of the »light space« demonstrates the effect of light and light quality in the room and this is where visitors can create their own lighting atmosphere. The rooms are also used as a training center for the Occhio academy.

Press contact:

Occhio GmbH | Franziska Köhler | franziska.koehler@occhio.de | mobile +49 151 52636184 | www.occhio.de
communication plus PR & Press | Dr. Ruth Gamper | info@communication-plus.it | Telephone +39 0473 49 00 37

Occhio

“We are proud that we have created a highlight in the heart of Hamburg with our flagship store and that we can inspire admirers of exquisite interior and lighting design with our exceptional products,” says Tobias Bremer, manager of the Occhio store Hamburg. “We look forward to welcoming both familiar and new faces to our store at the Rathausmarkt square.”

As the fourth flagship store, the Occhio store Hamburg represents an important part of the Occhio sales strategy: In addition to distribution through premium specialty retailers, in the coming years, the Munich-based maker of design luminaires plans to open additional flagship stores and Occhio stores with exclusive partners in strategically important metropolitan cities such as Zurich, Milan and London.

More than 700 delighted guests attended the opening of the new Occhio flagship store on May 9 and enjoyed an exciting combination of architecture, lighting design and product presentation while discovering the Occhio product universe. The who’s who of the Hanseatic city celebrated until late in the night with outstanding catering and tunes played by the DJ. A saxophone artist provided entertainment to suit the atmosphere.

Occhio store Hamburg
Rathausmarkt. 5 | 20095 Hamburg
Monday through Saturday 10:00 a.m. -
7:00 p.m. www.occhio.de/store-hamburg

Images are available at the following link: <https://files.occhio.de/Bilder-Grand-Opening-Occhio-store-Hamburg.zip>

Occhio – the company

Occhio is one of the fastest-growing and most innovative companies in the lighting industry and the market leader in Germany’s premium design lighting segment. Founded in 1999 by Axel Meise, Occhio is based on an idea that is as simple as it is revolutionary: Drawing on the belief that quality of light means quality of life, the Munich-based company develops holistic, multifunctional luminaire and spotlight systems for home and commercial settings. Occhio connects spaces and makes it possible to use light to design entire buildings of the highest quality by offering universal designs and quality light. Headquartered in the heart of Munich, Occhio now has a staff of more than 150. Its European sales are channeled through premium specialty lighting retailers and the company’s flagship stores in Munich, Cologne and Hamburg. Outside Europe, Occhio is finding increasing success in international markets such as China, India and Russia. More information on Occhio is available at www.occhio.de.

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