



THE RETTERSPLITZ FLAGSHIP STORE RECEIVES TWO DESIGN AWARDS

Nuremberg, June 2023 – The *Retterspitz* flagship store in Nuremberg receives two prestigious design awards in 2023: The German Design Award is rewarded in the category “Excellent Architecture” with “Special Mention” for remarkable design achievements; the iF Design Awards is conferred to the *Retterspitz* flagship store for the “Interior Architecture” in the category “Shop / Showroom Interiors”.

In the first flagship store of the traditional brand, which was opened in the summer of 2021, visitors experience the corporate philosophy in an environment of contemporary and historical elements; a fascinating setting of design details, emotional engineering, and genuine regionality.

ALL SENSES INVOLVED

The *Retterspitz* flagship store is a holistic experience and provides an extraordinary stage for the Franconian brand, which is all about healing, care and well-being. Located in the Augustinerhof, nearby the historic “Hauptmarkt”, the variety of *Retterspitz* can be seen and tested first-hand in an oasis for all senses.

For the managing owners Markus and Florian Valet, the opening of their first flagship store is an important step into the future, towards more proximity and sincerely lived neighborhood. “The *Retterspitz* store in the Augustinerhof is intended to open up space for consulting, getting to know each other and interacting,” says Florian Valet. “I am a fan of people talking to each other, noticing each other and seeing each other. This gives us even more insight into the wishes and needs of our customers—and in this way also a better feeling for our current and future products.”

SOURCE OF WELL-BEING

Interior designer Katja Reiter was commissioned to create a place where people can immerse into a world of well-being in the heart of the bustling city center. Regionality was important to all the partners involved. Thus, Jura marble from the Franconian town Eichstätt, a fossil-rich limestone with characteristic fossils such as ammonites, was processed. “We purchased around 12 tons of the stone,” Katja Reiter explains, “and with the help of a stonemason from a neighboring town, we had it processed into a terraced presentation wall including a water cascade.”

Water is also a feature of the flagship store’s large central block: a basin has been carved into a block of Jura marble. Visitors can wash their hands after testing shower gels and creams under a tap rising from the ceiling, which also serves for illumination. “Many of our customers still know our original product as *Retterspitz* water. So it was obvious to present the theme in the store and to let it be part of the staging,” Markus Valet explains.



SYNTHESIS OF HISTORY AND MODERNITY

The terraced wall and the marble basin are part of a comprehensive lighting concept, based on changing daylight—and composed of a variety of different spotlights and LED installations. The interior design concept is completed with plants growing directly out of the ground, a terrazzo floor made of polished Danube pebbles, and a historic-style pharmacy room made of refined wood.

All the woodwork, as well as the pharmacy cabinet and the sales counter, was implemented by a local carpenter. “It was important to us that the lovingly carpentered masterpieces have a timeless character and could also come from an earlier century,” says interior designer Katja Reiter.

At the same time, the combination of contemporary and historical elements is metaphorically reflected throughout the flagship store: in a decently lit apothecary’s cabinet a video clip is shown on a screen, demonstrating how to apply a wrap like the *Retterspitz Wickel* correctly.

SIGNATURE CLOTHING AND CUSTOM SOUND

To ensure that the look and feel of the first *Retterspitz* flagship store goes hand in hand with the brand’s philosophy and visual identity, regional partners were carefully selected to create the various components.

The visual experience is not limited to the interior of the flagship store, but is also reflected in the employees’ signature clothing, which was designed especially for *Retterspitz* by Nuremberg-based designer and fabric artist André Martino Schreiber and is made from remnants of legendary “Blaumann” overalls.

The auditory component is another essential element of the holistic concept. For different moods as well as seasons, separate music compilations are curated for the flagship store. “It’s about deceleration and mindfulness. About being close to nature. People should enter a place where they can linger with interest, but also come to rest,” says Franconian DJ and producer Flo Seyberth, who could be won for the music production.

Further, sustainability is an important part: *Retterspitz* catalogs, cards and even bags are made of paper that comes from a BioCycle production at the “Büttenpapierfabrik Gmund” and consists of 50 % recycled pulp with an optimized ecological balance.

JURIES HONOR THE DESIGN

It is the combination of tradition and contemporary, of the past and the present, that gives the *Retterspitz* brand its special appeal. It’s about the magic of the moment, giving yourself and your health time and attention; caring for yourself, doing something good for yourself, being completely in the present moment.

This philosophy was brought to life in the *Retterspitz* flagship store. And this is rewarded by the top-class international juries of the two design awards. The German Design Award jury 2023 honors the *Retterspitz* flagship store in the category “Excellent Architecture” with a “Special Mention” for remarkable design achievements. The iF Design Award is given to it for “Interior Architecture” in the category “Shop / Showroom Interiors”.



The *Retterspitz* flagship store in Nuremberg's Augustinerhof is a special place – designed to immerse into a unique world with all your senses.

Retterspitz flagship store
Augustinerhof 3
D-90403 Nuremberg
+49 (0) 911 50 700-0
store-nbg@retterspitz.de

Monday to Saturday 10am – 6pm

The creation process of the first *Retterspitz* flagship store is featured by a “making-of” film that includes more detailed information on the partners involved: www.retterspitz.de/store

GERMAN DESIGN AWARD

The German Design Award is the premium award of the German Design Council. With its worldwide spectrum and international appeal, it is one of the most prestigious awards in the design landscape across all industries. Since 2012, the German Design Awards have been identifying significant design trends. The jury of the German Design Award 2023 comprises design experts from the areas of business, academia, and science, as well as figures from the design industry consisting of eleven nationalities.

More about the German Design Award: www.german-design-award.com/en

iF DESIGN AWARD

The iF Design Award is one of the most prestigious design awards in the world and is conferred annually by a jury consisting of 133 international design experts from 21 countries using established criteria in a two-stage process. Based in Germany since 1954, the iF label serves as a reliable sign of design excellence for both: consumers and the design community.

More about the iF Design Award: www.ifdesign.com



ABOUT RETTERSPLITZ GMBH & CO. KG

Retterspitz GmbH & Co. KG is a family company that produces and sells natural remedies, medical products, personal care products and medical skincare products for the body and face. All products are marketed under the name *Retterspitz* and divided into the categories “remedies”, “wraps”, “care”, “medical cosmetics”, “wellbeing” and “fragrances”. *Retterspitz*, one of the oldest pharmacy brands in Germany, has developed from traditional household remedies to reliable contemporary remedies for everyday life – all combining traditional healing with the latest scientific research. The effectiveness and tolerability of natural ingredients and tried-and-tested additives is always the number one priority. The company is headquartered in Behringersdorf, near Nuremberg. *Retterspitz GmbH & Co. KG* is a family business now run by the fourth generation: Markus Valet, Head of Administration, and Florian Valet, Head of Development. Today, more than 70 people – including regular freelancers – work for the company. Sound values are at the core of what they do and say both internally and externally. “Cult status is achieved through passion,” say both owners, very much in the spirit of the much-quoted phrase: “Tradition means preserving the embers, not the ashes.”

Further and more detailed information can be found www.retterspitz.de

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