

Press Release

Lower Austria / Economy / Retail / Shopping Centers

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First Shopping Center-based Store: Successful Transition from Online Store to Brick-and-Mortar Retail

“Stoffschwester” Opens Its Doors at FISCHAPARK

The most recent store opening at a location run by center operator SES proves that brick-and-mortar retail is an important platform when it comes to the success of new concepts: On Friday, 17 September, “Stoffschwester”, a new store for do-it-yourself fans and sewing enthusiasts, opened at FISCHAPARK in Vienna Neustadt. The iconic store, which covers an area of 300 m², offers fabric, yarn, sewing accessories, brand-name sewing machines, plotters, as well as sewing courses and workshops. Launched in 2014 as an online store, the Viennese, family-owned company has now expanded to include its first store located inside an Austrian shopping center, in addition to its brick-and-mortar headquarters in Vienna.

“Stoffschwester”, which is a paradise for fabric lovers and craft fanatics, opened on the site of former men’s outfitter Dressmann and boosts the textile offer at FISCHAPARK in Wiener Neustadt in a new and innovative manner. Fabric and yarn for clothing, especially those for children, are almost exclusively certified organic or ecotex. The store also carries a comprehensive range of sewing accessories, brand-name sewing machines, and plotters. In addition to the extensive product range, courses and workshops will also be offered directly on site in the future.

“Our leasing teams are doing an outstanding job, especially during this particularly challenging time. The opening of ‘Stoffschwester’ has allowed us to tap into the do-it-yourself trend in a consistent manner this time around. The store offering for customers has been far from being about ‘more of the same’ for quite some time. People are much more interested in expressing their individuality and are enthusiastic about their own creations and sustainable products,” says Christoph Andexlinger, SES Chief Operations Officer, explaining the strategy.

From Online Store to Brick-and-Mortar Retail

The “Stoffschwester” success story began in 2014 as a Viennese, family-owned business run by Candice Barlow and her partner Ernst Buchmann. Their love for sewing unique pieces of clothing and colorful fabric design initially led to the founding of a small online store and soon thereafter to the opening of their first store in Vienna’s third district.

Seven years of steady growth, coupled with a consistent demand for their products and the ongoing trends toward sustainability and DIY, have resulted in the opening of another store at FISCHAPARK in Vienna Neustadt. With its new store, “Stoffschwester” ventures, for the first time, into an Austrian shopping center, drawing it closer to customers from Lower Austria, Burgenland, and Styria.

Staying in Step with the Times via Trendy Stores

SES Spar European Shopping Centers always attaches great importance to a diverse segment mix when it comes to the marketing of its spaces. The mix of international must-haves offered by leading brands, stores run by Austrian operators, regional trendsetters, and popular local heroes makes each SES shopping destination unique and distinctive.

SES Spar European Shopping Centers

SES is active as a developer, builder, and operator of shopping centers in six countries: Austria, Slovenia, Italy, Hungary, Croatia, and Czech Republic. The company currently manages 30 shopping locations in Central, Southern, and Eastern Europe, with a total leasable area (GLA) of more than 820,000 square meters. SES is the market leader in Austria and Slovenia for large-scale shopping centers. Overall, SES retail partners generated sales revenues in the amount of EUR 2.45 bn at SES shopping centers in 2020. SES also offers its know-how in the areas of project development, construction management, leasing of shop space, as well as center and facility management to external owners of shopping malls right from the outset. SES centers have already received several national and international awards for architecture and design, sustainability, traffic flow concepts, and innovative marketing. SES is part of the SPAR Austria Group. Additional information can be found at: www.ses-european.com and presse.ses-european.com.

Images (royalty-free):

- Photo: Opening of new Stoffschwester store at FISCHAPARK (© FISCHAPARK)
- Photo: New Stoffschwester store_01-03
The Stoffschwester store located at SES shopping center FISCHAPARK Vienna Neustadt has an impressive and comprehensive assortment of fabrics, yarn, and sewing accessories.
(© FISCHAPARK)
- Photo: Candice-Barlow_Christian-Stagl_Ernst-Buchmann
Stoffschwester owner Candice Barlow (left) and partner Ernst Buchmann (right) with FISCHAPARK Center Manager Christian Stagl (center)
(© FISCHAPARK)
- Photo Christoph Andexlinger, COO, SES Spar European Shopping Centers
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