



Press Kit

Simon und Renoldi – The Concept Store

For everyone looking for that special treat seeming to be created just for you, there is a new shopping-address: Simon und Renoldi – The Concept Store.

Simon and Renoldi found its home in an old, pre-war building set in the heart of the Belgian Quarter. Clients are guided by flags and charmed with boxwood and torches aglow at sunset. Inside, exposed brick and granite set the stage for the international collections and precious treasures, such as an oversized piece of art from German artist Matthias Köster – no less than eye-catching. The concept is purity without embellishment, yet noble and cozy.

All you want to be surrounded by

On 170 sqm, Simon and Renoldi presents international Women's and Men's Wear, Accessories, Jewelry, Books, Music, Art and selected Designer Furniture and Antiques.

The inviting ambience of the landmarked building and the special mix of traditional brands with new and unique up and coming labels create an extraordinary appeal. Individuality paired with high quality and the passion for that special something are quickly making Simon and Renoldi a regular stop for dedicated customers.

The most important message in the range of product: leaving the mainstream behind and putting an emphasis on individuality. Every article is chosen with an eye for detail and careful attention to quality. In the fashion department, Simon and Renoldi carries labels such as Givenchy, Scherer & Gonzalez, Mongrels in Common and Goldsign by AG. Lesser known brands such as Italian jewelry Designer Ugo Cacciatori and New York fashion label Operations NY round off the assortment. For those with a great passion for vintage watches, Simon and Renoldi offers an unusual range of Swiss Premium watches that are rarely found without a private dealer. 'We are constantly looking for exciting new brands and products worldwide, says Olivia Simon, Owner and Manager of Simon and Renoldi. Vintage Designer Furniture, such as the Eames Chair or the Lounger from Corbusier, makes the heart of a connoisseur beat faster.

Contemporary Art and Sustainability

Art converts the trivial and common to the special. On a regular basis, Simon and Renoldi shows young, as well as established artists. Each exhibition personally invites the fashion clients and art connoisseurs. The first exhibition opened in August 2008 within the framework



of the ArtRmx Cologne Vol. I. A successful show that is planned to be repeated every 2 years.

Another characteristic of the Concept Store is miscellaneous, yet refreshing themes like, 'India', which will take place in early 2009. The store will offer Indian Fashion, Books, Music and Home Fashion Accessories. In spirit of this theme, Simon and Renoldi will present a special Child Relief Project from Delhi: Project Why. Project Why was founded in 2000 by Anouradha Bakshi who has since managed to offer schooling and basic medical care to more than 600 children and teenagers from Delhi slums. Simon and Renoldi has supported 'Project Why Deutschland e.V.' from day one and will whole-heartedly continue with this sincere initiative.

Furthermore, the Concept Store gives its customers the opportunity to do their part for a better world by offering Sustainable Products such as fairly produced and traded T-shirts by armedangels (www.armedangels.de) and Environmental Justice Foundation (www.ejfoundation.org), as well as 100% recyclable-made Handbags by Escama Studio (www.escamastudio.com), etc.

Personality and Individuality

Simon and Renoldi focuses on personality. 'Our clients should feel like they are shopping at a friend's place, not at a stranger's place' says Leonie Stockmann, the second owner and manager of Simon and Renoldi. This is what the name of the Concept Store aims at, constructed from the maiden names of both owners. The branding was chosen to give the store a stronger personal and intimate appearance. The influx of monobrand chains in the market can make people in the business replaceable. 'We want to counteract this development with individuality and personality. The closeness to our customer is very important to us, we will therefore always be in the store, ourselves. We feel at home here, and we want our clients to experience the same vibe.' says Simon.

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