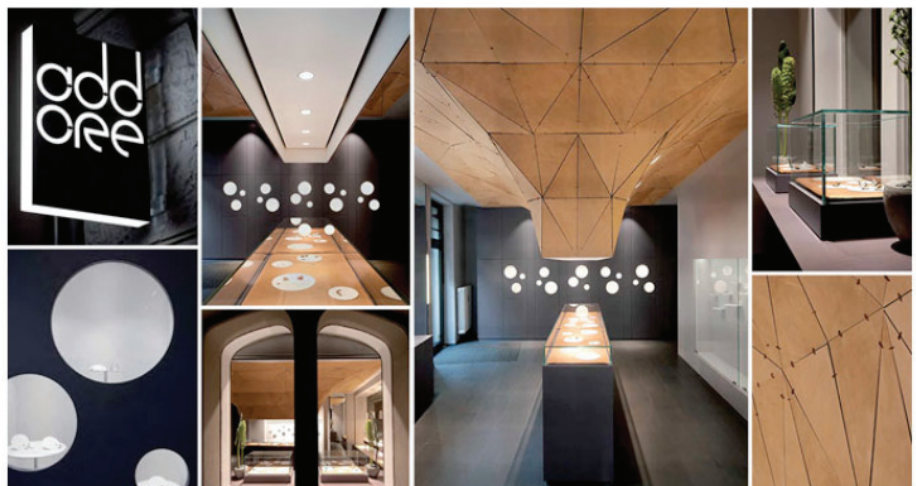




## RETAILER OF THE YEAR

IN ORDER TO APPLY FOR THE INHORGENTA AWARD AS A RETAILER, YOU HAD TO PROVIDE AS MUCH INFORMATION ABOUT YOUR COMPANY AS POSSIBLE. FOLLOWING QUESTIONS HELPED YOU: DO YOU PREFER CATALOGUES OR RATHER WEBSITES AND SOCIALMEDIA AS A COMMUNICATION CHANNEL? HOW EXACTLY DO YOU PRESENT YOUR BRAND PORTFOLIO? DO YOU USE OTHER MEASURES TO DEEPEN CUSTOMER RELATIONS? HOW IS YOUR SHOP LAYOUT DESIGNED? IS THERE ANYTHING SPECIAL? DO YOU ORGANISE EVENTS FOR YOUR CUSTOMERS?



### THE WINNER: ADDORE FROM MUNICH

#### THE JURORS' REASONS FOR CHOOSING THE WINNERS:

Jewelry is presented as though it were atop an altar at this retailer's store in Munich. The staging primarily owes its success to the so-called "Drop," an impressive ceiling sculpture. Its surface consists of 236 elements made of natural-colored leather. The jewelry too is displayed atop this leather.