

Store of the Year 2021

Handelsverband Deutschland, the German Retail Association, is looking for candidates for the competition „Store of the Year 2021“ for the classes **Food, Fashion, Home / Living, Out of Line and Concept Store.**



The applicants should be a trading business, who had opened a new Store at the end of 2019 or in 2020 or who had an existing store reconstructed or redesigned.

Experts of retail will evaluate the Applications of Stores as well as visit the Stores in the following criteria:

**Innovation, customer value, adding value,
Value of experience, concept and position as only**

Closing date for applications: 30th November 2020

The Award Show will take place within the 16th Retail Property Congress 2021 (16. Handelsimmobilienkongress 2020) on 25th January 2021 in Berlin.

Please send your application and the application form (page 2 and 3) as well as details of your business company and Store concept. Important are the best Store pictures and a documentation of the applied Store.

Please send your application to:

Handelsverband Deutschland e.V.
Bereich Standortpolitik
Britta Freudenberg
Am Weidendamm 1 a
10117 Berlin
Germany

Application for the category:

Fashion

Food

Home/Living

Out of Line

Concept Store

A: Details of business company

Address:

Fon:

E-Mail:

Contact person:

B: Applied Store:

Address:

Fon:

E-Mail:

Store contact person for a
visit of the store:

Assortment/class of goods:

Net sales in 2020:

-

€

Planned net sales 2020:

€

number of employees 2020:

full time

Planned number of em-
ployees 2020:

full time

Date of formation respec-
tively date of last redesign
or reconstruction:

Contact person for correspondence for the competition (please mark)

Contact person for **A.** (business company)

Contact person for **B.** (applied Store)

Please send details about your business company and the store concept:

- 1. concept**
- 2. architecture**
- 3. repositioning**
- 4. target group**
- 5. realization of concept**
- 6. current status**
- 7. current target achievement**
- 8. e-commerce activity**

Please send with your store pictures, company logo and store views as digital files (send USB-Stick or CD/DVD or use web services like www.wetransfer.com or www.dropbox.com to email address Freudenberg@hde.de. Please don't send pdf-files.

Advice: In case your store will be nominated, the digital files (pictures etc.) will hand over to an extern service for creation of a presentation of the Winner of competition and the nominated stores as well as the press. **By sending your files, you agree with this.**

Specification for digital pictures (max. 5 pictures):

- Logos as vector files (eps, ai etc.)
- Details to the logo-file : jpeg-reference (background, cut details etc.)
- If logo-files are available in jpeg, png or tiff format only: pay attention to the minimum size of 1024 x 768 px, 72 dpi
- In case of typographically and/or graphically montage: send files as psd file (adobe Photoshop) or ai-file (adobe illustrator).
- jpeg-files with a minimum size of 2000 px horizontal in aspect ratio original if it is possible

Process of competition:

The application will be evaluated by the jury. The jury will do a pre-selection. The pre-selected Stores will be visited by the jury. Afterwards the jury will fix the winners and the nominated stores for each category. The announcement of the winners and nominates stores will take place during the Award Show on 29th January 2020.

The jury

The top-class jury is assessing shops on the basis of their degree of innovation, their usability and added value for customers, their value creation potential, their entertainment value, the uniqueness of the shops as well as their role-model potential. For the evaluation the jury considers the following factors: positioning and design of the shops, product mix and presentation, digitalization at the POS and professionalism of the staff.