

## HARO Project Story

### **Parquet as a fashion catwalk**

**Mavi Flagshipstore Düsseldorf with HARO brand-name parquet**

**Düsseldorf – Jeans become prettier the more often you wear them. With the right care, also parquet floors become more beautiful with time. For this reason, parquet by HARO was used for Germany’s biggest flagship store of the Turkish fashion company Mavi, one of the world's largest jeans producers. Flooring contractor "GPlan Laden- und Innenausbau GmbH" was convinced by the tough characteristics of the brand-name parquet floor already in the Telekom<sup>®</sup> shops.**

285 m<sup>2</sup> (3,067 sq feet) of the “small“ plank HARO Parquet 4000 “Toscana” in the popular wood type Smoked Oak and the especially durable Permatur matt surface are the ideal catwalk for the collections of the famous fashion label from Turkey. Due to its handy dimensions of 120 x 1000 mm (4 23/32” x 39 3/8”) HARO Plank Toscana is not only easy and quick to install but also flexible for the use in rooms of different sizes.

In the shop that is over 300 m<sup>2</sup> (3,229 sq feet) large, the world-wide new concept by Mavi was implemented for the first time. Besides the typical “Denim Wall” for the presentation of the jeans models it now also includes the “Denim Kitchen”. The Denim Kitchen shows all ingredients that are necessary for the jeans production and it is regarded as the social centre and therefore the contact point for the customers. The HARO Plank Toscana in Smoked Oak is the perfect fit, just like perfectly cut jeans, and it suits the extraordinary design concept.

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**Kontakt- und Bilddaten:**

After Berlin and Frankfurt, Mavi opened its third German flagship store in the metropolis on the Rhine; further openings are already planned. With parquet from Bavaria as the perfect stage, of course.

#### *About Mavi*

*The company, founded in Istanbul in 1991, sells its products in more than 50 countries. World-wide it runs 200 stores, among those flagships in New York, Vancouver, Montreal and Istanbul. There are already three flagships in Germany as well, namely in Berlin, Frankfurt am Main and Düsseldorf, where collections for women and men are offered as well as accessories.*

#### **Project: Mavi Flagshipstore Düsseldorf**

Mavi Flagshipstore, Kasernenstraße 1-3, 40213 Düsseldorf, web: [www.mavi.com](http://www.mavi.com)

Product: HARO Parquet 4000 Plank Toscana Smoked Oak Markant

Wood type: Oak

Surface: Permadur matt finish

Dimensions: 120 x 1000 x 3.5 mm (4 23/32" x 39 3/8" x 1/8")

Installation: Glue-down

Surface area: 285 m<sup>2</sup> (3,067 sq feet)

Contractor: GPlan Laden- und Innenausbau GmbH

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#### **Kontakt- und Bilddaten:**

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Toscana – the “small” plank by HARO in the trendy wood type Smoked Oak: the format gives the room a larger dimension, the warm colour goes well with the denim



The “Denim Kitchen” shows all ingredients that are necessary for the jeans production.

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Germany's largest Mavi flagshipstore is situated in a top location in the city centre of Düsseldorf - with parquet by Germany's leading parquet manufacturer.

Photos: GPlan Laden- und Innenausbau GmbH

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With the floor covering brand name "HARO", Hamberger Flooring GmbH & Co. KG in Stephanskirchen near Rosenheim has grown to become the German market leader for parquet and can now look back on over 60 years of experience in producing parquet. In addition to its Flooring division which offers parquet, cork, linoleum and laminate floors, the Hamberger group of companies also incorporates the Sports Flooring, Sanitary, Wood Cutting and Farming and Forestry divisions. Hamberger was certified according to DIN EN ISO 9001 as early as 1995, followed in 1998 by the certification of its environmental management system according to DIN EN ISO 14001. Hamberger has been PEFC certified since 2002. The PEFC seal provides proof that the raw materials from which Hamberger products are manufactured are sourced from certified, sustainably managed forests. Founded in 1866, the company is today managed by Peter Hamberger and Dr. Peter M. Hamberger, in the fourth and fifth generations. With around 1650 employees, the group of companies achieves an annual turnover of approx. 260 million euros. Around 40% of the company's products are exported.

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Goods are exported to more than 90 countries around the world. Further details are available at [www.haro.com](http://www.haro.com).

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