



VISIONAPARTMENTS

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NEWS RELEASE

VISIONAPARTMENTS LAUNCHES NEW CONCEPT STORE

DESIGNER FURNITURE, HOME DÉCOR AND COMPLETE FURNISHING PACKAGES FOR THE OWN FOUR WALLS OR ENTIRE RESIDENTIAL BUILDINGS

Zurich, 9. November 2017 – **VISIONAPARTMENTS, the real estate specialist for furnished homes, is creating an innovative new business segment with its CONCEPT STORE, based on its expertise from 18 years of experience in the serviced apartment business. A wide range of designer furniture, home décor and accessories, both as individual pieces and in diverse comprehensive packages will be on offer. These complete furnishing sets in various designs and scopes will be available at attractive prices. The range appeals to both B-to-C and B-to-B customers. The first stores were opened recently in Berlin, Geneva and Zurich; however, the entire range can conveniently also be purchased online.**

store.visionapartments.com

VISIONAPARTMENTS continuously develops new, contemporary, and sometimes unusual living concepts with in-house architects and designers when opening or renovating new buildings. Tenants often fall in love with them. The CONCEPT STORES were launched to meet the rising demand and enable consumers to buy home furnishings in the typical VISIONAPARTMENTS look and feel.

“It is not just our customers who come to us again and again and ask about our furniture and home décor, we also receive requests from real estate companies who want to furnish entire buildings”, explains Anja Graf, CEO of VISIONAPARTMENTS. “We aim to serve this growing demand with the CONCEPT STORE, and in particular support our official international partner companies with our extensive experience and expertise when it comes to furnishing or renovating entire buildings.”

Now tenants are not the only ones who can enjoy the exclusive VISIONAPARTMENTS designs – they are available to anyone who wants to decorate their home in a modern style. The market leader for serviced apartments is creating a whole new business segment, which showcases the company’s focus on lifestyle and Zeitgeist. The new range is already available from stores in Berlin, Geneva and Zurich, as well as online at store.visionapartments.com. It offers everything you can find in the furnished apartments – from couches and tableware sets, right up to bed linen and hygiene products. The range includes both, VISIONAPARTMENTS design as well as items by renowned brands like Flos, Kartell and Quinti. In addition to attractive prices, the concept prioritises a pleasant purchasing experience and rapid and reliable delivery.



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About VISIONAPARTMENTS

Founded in Switzerland in 1999, VISIONAPARTMENTS specialises in developing and renting premium furnished apartments with service and style. The company quickly grew from a start-up to Switzerland's market leader and now offers over 1,000 tailored temporary living solutions in Berlin, Lausanne, Warsaw, Vienna and Zurich, with further locations soon to follow in Basel, Frankfurt, Geneva, Vevey and Zug. It is gradually expanding both in Switzerland and abroad while focusing primarily on the German-speaking countries. To enhance its global presence, VISIONAPARTMENTS also cooperates with select partner companies in a serviced apartment network that currently includes over 30,000 accommodations in more than 180 business destinations worldwide.

[visionapartments.com](https://www.visionapartments.com)

For further information:

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