

BESTSECRET

Munich, Germany
2024



BESTSECRET, an online members-only club for luxury fashion, adds an office in the center of the Bavarian capital to its new headquarters in the Munich area. HENN translated the company's identity as a platform for curated luxury brands into a corresponding interior design, creating a place that strengthens the brand's identity while providing a pleasant, modern work environment for about 125 employees.

Situated on the newly developed iCampus at Ostbahnhof, the new BESTSECRET office is located in a seven-story new build designed by architectural firm LRO Lederer Ragnarsdóttir Oei. Facing the city center, this building occupies the site's northernmost end. An urban axis opens a panoramic view across the Werksviertel and out of town all the way to the Alps appearing on the horizon.

Reduced and timeless in nature, the BESTSECRET brand aesthetic sets the stage for featuring upscale fashion brands in the digital space. The interior design conceived for the new headquarters toys with this idea to transform it into a tangible space using carefully selected colors, materials, and objects. A warm gray shade on the walls works in concert with exposed concrete ceilings and light gray seamless floors to create a neutral backdrop that makes the building the physical equivalent of the digital brand identity. Reflective and mirrored surfaces expand the space visually, while generously applied textile materials establish a reference to the world of fashion.

Contrasting textures and shapes – cool mirror surfaces versus warm wood, sturdy metal versus gentle, flexible textiles – lend a clear and coherent appearance to the interior space. The industrial appeal of raw surfaces such as architectural

concrete and galvanized metal intriguingly contrasts with homely, custom-made wooden furniture that extends along the outer walls to incorporate small benches and shelves.

All floors are designed differently depending on their type of use, yet they are united by the principle of transparency and openness: Glazed walls create a continuous sense of space on each floor while allowing for a panoramic view from the building's center as well. The boardroom is located on the ground floor, deliberately kept visible from outside and facing the city center. On the opposing side, the lounge kitchen features a large community table to provide a place to meet for employees from all floors.

On the upper levels, offices are divided into different zones, including communicative co-working spaces and contemplative think-tank rooms. Floor-to-ceiling curtains allow for flexible, even more granular zoning. Arranging the individual areas was a deliberate design decision: While the more open zones face the vibrant city center, the rooms designed for focused work are located on the quieter side of the building.

At the BESTSECRET headquarters, HENN Interior designed a workspace that is imbued with the company's identity while creating an inspiring atmosphere for employees and visitors alike.

Press contact

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Project information

BESTSECRET, Munich, Germany
2024

**Project start**

2023

Completion

2024

Scope of work

Interior Design, LP1 to LP8
HOAI (object planning tenant
fitout)

Client

BestSecret GmbH

Building owner

R&S Immobilienmanagement
GmbH

Address

Friedenstraße 24A
81671 Munich
Germany

Gross floor area

3,100 m²

Floors

7 above ground

Workstations

around 125

Program

Lobby
Office
Meeting rooms
Lounge kitchen
Coffee bars
Event space

Architecture

LRO Lederer Ragnarsdóttir
Oei

Interior Design

HENN

Project team

Partner in charge:
Katrin Jacobs

Project director:

Yvonne Koll

Design Principal:

Martin Henn

Alexandra Berger, Christiane
Reichenbach, Kathrin Stamm

Consultants

lumen3 (Lighting planning),
Officemedia (Media
technology)

Construction companies

BES Brunold Holz und
Design Manufaktur GmbH,
Schwandorf (Interior fitout /
carpenter),
designfunktion München
GmbH, München (loose
furniture)

Manufacturers and suppliers*Furniture:*

B&B Italia
Carl Hansen
Fredericia
FM Möbel
Gumpo
Hay
LigneRoset
Magis
Muuto
Thonet
Vitra
Zeitraum

Luminaires:

Artek
Flos
Regent
Reggiani
Wästberg
XAL
ZAVA Luce

Curtains:

Kvadrat

Carpets:

Büro, Tarkett
Aufgelegt, Kvadrat

Poured floor:

Chemotech, Rheodur
Senso, Grain

Project information

About BESTSECRET



BESTSECRET is the leading European online destination for premium and luxury off-price fashion. The Group offers its members in 27 countries across Europe a superior brand portfolio complemented by a high-end shopping experience. At the same time, BESTSECRET enables its brand partners to clear overstock at scale with minimum visibility and maximum brand equity protection. The unique business model is based on its closed character with an invitation-only customer membership, longstanding brand partner and customer relationships, combined with a tech-focused mindset. BESTSECRET has a strong track record of profitable growth over many years. It generated preliminary revenues of approx. EUR 1,415 million in 2024 and employs around 2,300 people from over 90 nations. The Group draws on a heritage of 100 years in the textile and fashion industry and today is owned by Permira Funds and the founding families Schustermann and Borenstein.