

Birkenstock opens new concept store in V&A Waterfront

Birkenstock opened a Cape Town concept store at the V&A Waterfront. The new facility has a totally open shopfront bordered by wooden panels, an iconic Birkenstock footbed carved into a lamella wood ceiling and a marble slab with metal inlays reading German Tradition Since 1774.







Birkenstock's connection to nature is reflected in the store's natural interior design and earthy colours. Its natural materials are highlighted by cork, jute and leather decor.

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