



VERO

schweitzer 

Facts & Figures

CLIENT

Veropoulos

SHOP NAME

Vero Skopje

LOCATION

Skopje, North Macedonia

SALES AREA

3.400 m²

REDEVELOPMENT

July 2023



The challenge

For 23 years now, the Vero supermarket in Skopje has been a popular destination among locals for daily shopping and tasty convenience dishes typical of the country.

For the remodelling realized by Schweitzer, **special attention was paid to the fresh food departments and the associated preparation areas.** Starting with the exterior facade, the entire look was redesigned.

The concept

In an area of 3400 m², the store has a tailor-made concept that is new for Vero. Most departments have been relocated with the **new shop layout**. The store design focuses on innovation and proven brand identity. The further development of the designs of the stores in Belgrade and Novi Sad creates a modern shopping experience for Skopje that focuses on the customer and their favourite products.





Highlights

- . The light color palette throughout creates a cozy atmosphere. **Each department is visually distinguished** by its own unique color code, all the way up to the ceiling, giving it an **individual character**.
- . **Optimized layout:** the customer flow is organic, starting with the fruit and vegetable department, through all the fresh food departments. From the entrance, and throughout the store, shoppers can survey the entire area, simplifying orientation.

Highlights

- High-performing areas, such as the bakery, butcher shop and fish counter, were the focus of the renovation and have been **upgraded with a fresh design concept**. The expanded wine area boasts a wide selection of premium as well as value-priced wines.
- The well-attended **bistro was enlarged**. Customers can purchase traditional dishes, freshly prepared in the open kitchen, for direct consumption or To-Go. A large indoor seating area and covered terrace invite customers to linger.



Look & Feel



DESIGN + BUILD



DESIGN

DESIGN + BUILD



BUILD



Сирења







мрзнато
вошје и
ленчук



Риба



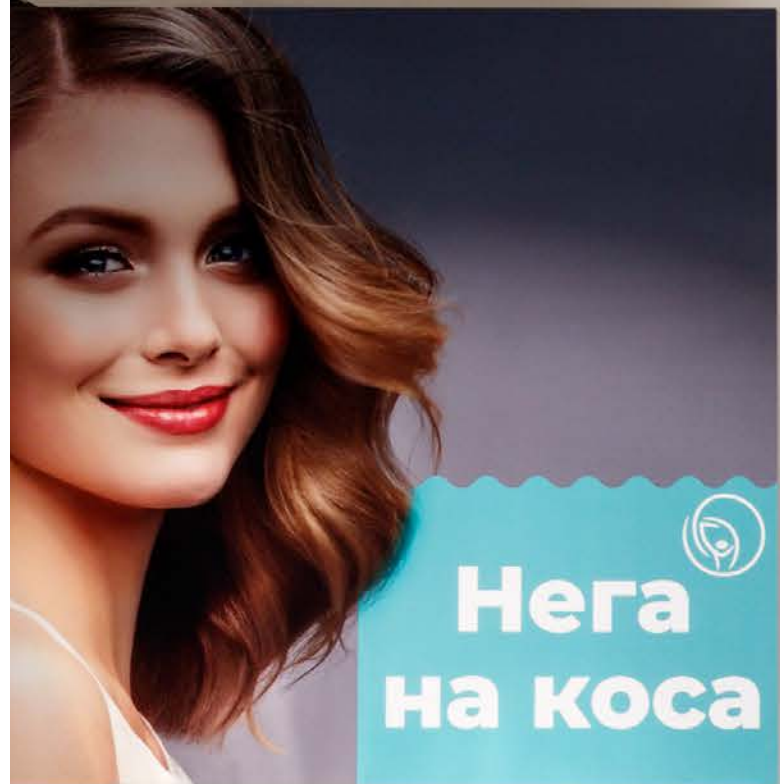
Алкохолни пијалаци

Совршен избор
на вина

Вино

На здравје!









we think retail.

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