STRADIVARIUS

Stradivarius opens its fourth store in Belgium

/27 November, 2025

The shop opens with its WAVE 2.0 concept, which shows the brand's commitment to innovation and design. A decoration that proposes a minimalist aesthetic, with rounded shapes and finishes and a palette of whites, greys, ochres, beiges and chestnut wood. Its furniture with rounded shapes and finishes hangs from the ceiling to create a clean space with a minimalist aesthetic in which the collections take centre stage.

WAVE 2.0 insists on the use of natural materials, such as lime cement of mineral origin, which is used to create the texture of several of the walls. Chestnut wood adds a touch of quality and plays an important role in the most important areas of the shop.

In terms of innovation and customer service, the shop is equipped with fast checkout counters, in addition to the corresponding physical checkout area. The Click & Collect service and the Integrated Stock Management System (SINT), which allows the entire inventory to be available for both in-store and online sales, complete the brand's proposal to ensure the best shopping experience.

With this opening, the brand now has four stores in Belgium. In addition to this new location in Leuven, the other stores are located in Ghent, Liege and Wijnegem.