



Project Case Study

Westwing Business x Dietmann Properties GmbH

WESTWING

BUSINESS

01 ABOUT US

Get to know: Westwing Business

Westwing Business was founded in 2023. The objective was to expand Westwing's B2C business to the B2B market.

What can you expect as a business customer?

Comprehensive project support from the development of the concept to the final furnishing of the premises.

Our target groups

Business customers of all kinds: architects, interior designers, office managers, project developers, caterers, hotels

WESTWING
BUSINESS



02 PROJECT OVERVIEW

The Aparthotel Vienna Heights project

Together with project developer Dietmann Properties, Westwing Business has created premium flats that combine comfort and design in the Vienna Heights aparthotel in Vienna. This case study provides an insight into the special design concept and its realisation - experience how creative ideas are transformed into stylish living spaces.



02 PROJECT OVERVIEW

Aparthotel Vienna Heights

Vienna

The assignment

Nine unique interior design concepts were developed to give the apartments a distinctive character, furnishing a total of fifteen premium units.

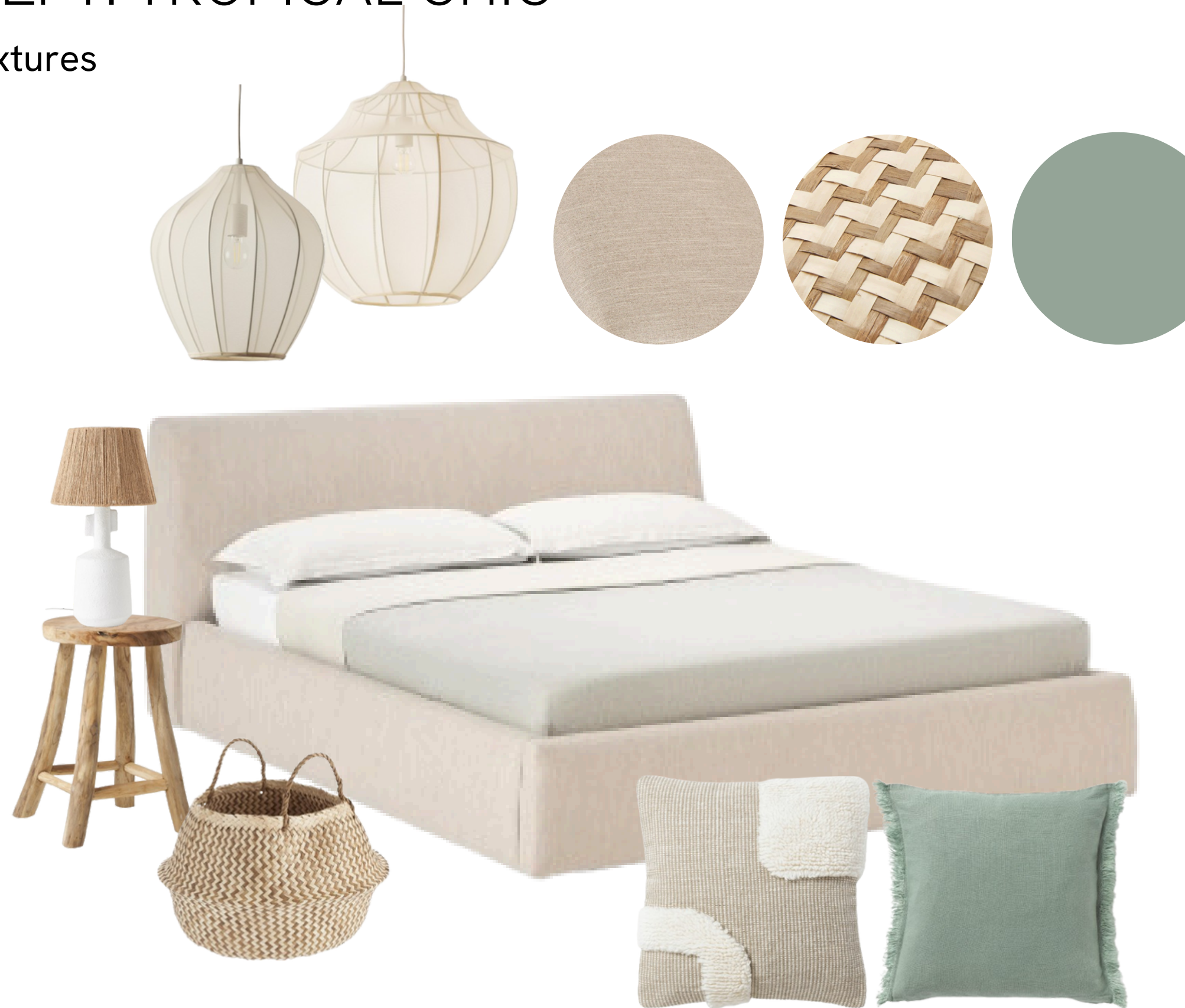
Individual request of the customer

The client's briefing called for luxurious and elegant interior solutions. Each apartment was to include a functional workspace to make the accommodation especially appealing to young professionals.

The development of various interior styles, incorporating distinctive accents such as bold wallpapers and unique decorative objects, was intended to complete the apartment design.

03 MOODBOARD & DESIGN CONCEPT: TROPICAL CHIC

Natural materials - soft shades of green - airy textures



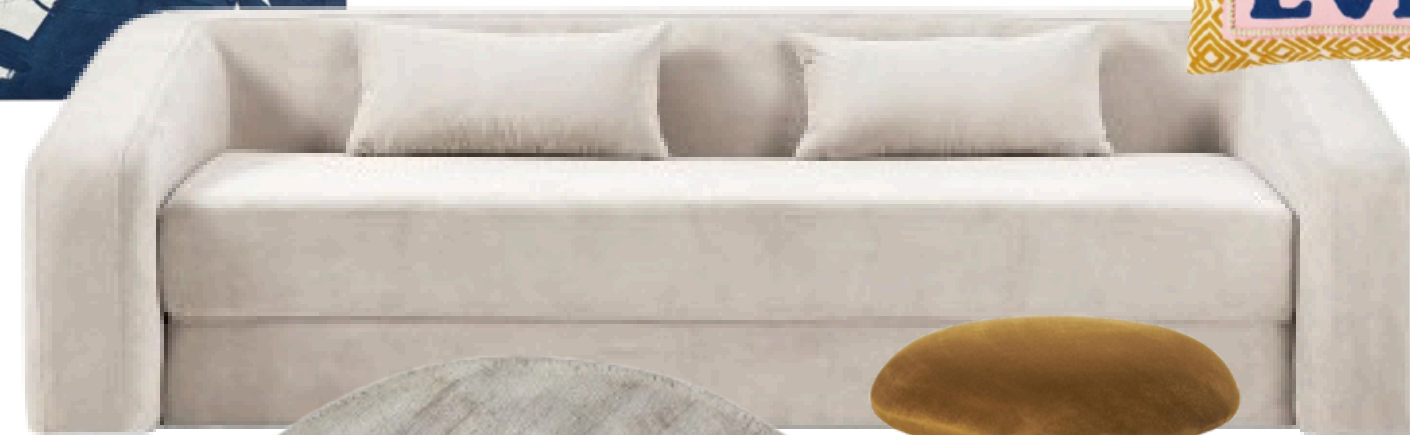
03 MOODBOARD & DESIGNCONCEPT: BLACK & WHITE

Geometric shapes - minimalist design - natural colours



03 MOODBOARD & DESIGN CONCEPT: SEA MEETS SUNLIGHT

Soft fabrics - matte wall colours - harmonious colour contrasts



04 THE FINISHED DESIGN: TROPICAL CHIC



Tropical lightness and modern comfort are combined in this apartment: Exotic wallpaper and warm wood tones characterise the bedroom, while the living room is inviting with natural light, rattan accents and sunny splashes of colour. On the terrace, the woven furniture creates a relaxed outdoor flair.



04 THE FINISHED DESIGN: BLACK & WHITE

A curved sofa and a graphic rug set the tone in the stylish living room, while the minimalist kitchen impresses with black and white contrasts. Subtle natural tones and sophisticated lighting lend the bedroom a sense of calm and cosiness.



04 THE FINISHED DESIGN: OCEAN MEETS SUNLIGHT

This apartment inspires with a vibrant colour concept: deep blue tones meet sunny yellow and create a harmonious contrast. Round shapes, modern accents and soft textiles lend the rooms warmth and style.



05 CUSTOMER REFERENCE



‘With Westwing, we found a partner who supported us every step of the way — from planning and design to product selection and implementation.

Westwing created visualizations for all our apartments, which gave us a clear idea of the final look early on.

We also had dedicated, personalized project support that was available around the clock, ensuring smooth and effective communication throughout.’

Marvin Dietmann, CEO

Dietmann Properties GmbH

06 FAQ

How can I register for the Westwing Business customer programme?

Business customers such as interior designers, architects or hotel managers can register easily and free of charge with Westwing Business at westwing.de/b2b/registration.

What can you expect from the Westwing Business Design Service?

The Westwing Business Design Service provides you with individual room concepts, advice from B2B interior designers, realistic 3D renderings and personalised shopping lists, depending on the size of the room.

Do I get special purchasing conditions as a business customer?

Westwing Business offers business customers special conditions depending on customer group and purchase value. Please contact us for further details.



HAVE WE SPARKED YOUR INTEREST?

Then please contact us for an initial discussion.

WESTWING BUSINESS TEAM

westwingbusiness@westwing.de

+49 89 12085927

westwing.de/b2b

WESTWING
BUSINESS

