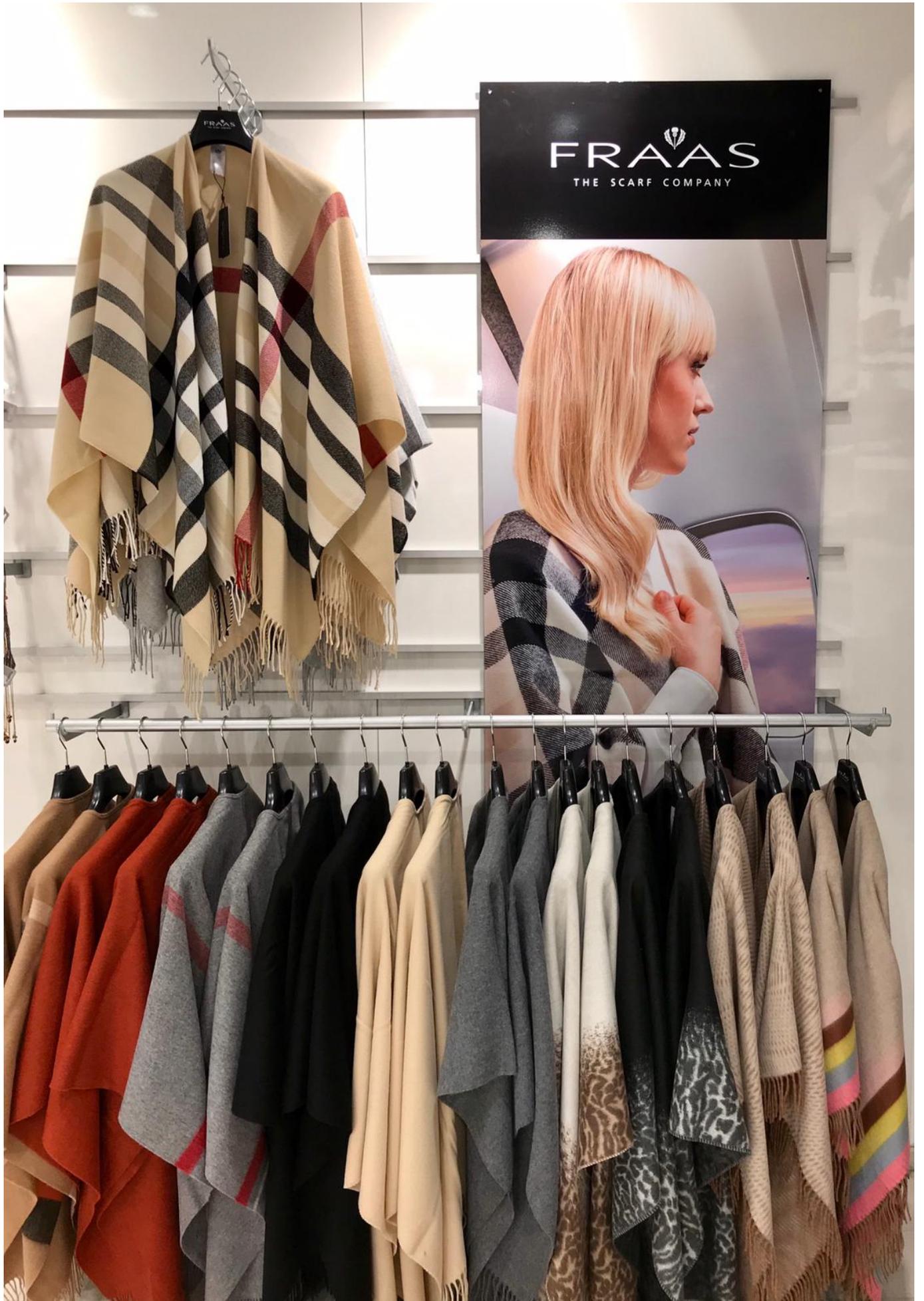


FRAAS & Friends concept debuts at Berlin Brandenburg Airport



During this challenging time, FRAAS - The Scarf Company and BERetail have partnered to develop FRAAS & Friends, a concept that is specifically tailored to travel retail and inspired by a range of seasons, regions and names

During times of crisis, it is necessary to think and act long-term. With this in mind, FRAAS - The Scarf Company and BERetail have developed a new concept together that is specifically tailored to travel retail. The FRAAS & Friends concept has now been realized for the first time at Berlin Brandenburg Airport (BER). With 65-sqm, FRAAS - The Scarf Company, Panier des Sens and LIZAS offer an attractive assortment of products and prices.



Supporting Made in Germany and sustainability since 1880, the company's TH!NK collection at BER is made up of sustainable sources and recycled accessories

The portfolio of FRAAS - The Scarf Company consists of textile accessories including scarves, squares, ponchos, caps and gloves. Based in Wüstenselbitz/Helmbrechts in Upper Franconia, the family

business, now in its fifth generation has been supporting and promoting Made in Germany and sustainability since 1880. Made up of recycled accessories, the brand's TH!NK collection (Good for you. Good for our planet.) is presented front and center at BER. TH!NK articles at the airport are also CO2 neutral(ized) and support a hydropower project in the Virunga National Park, the home of the highly endangered mountain gorillas.

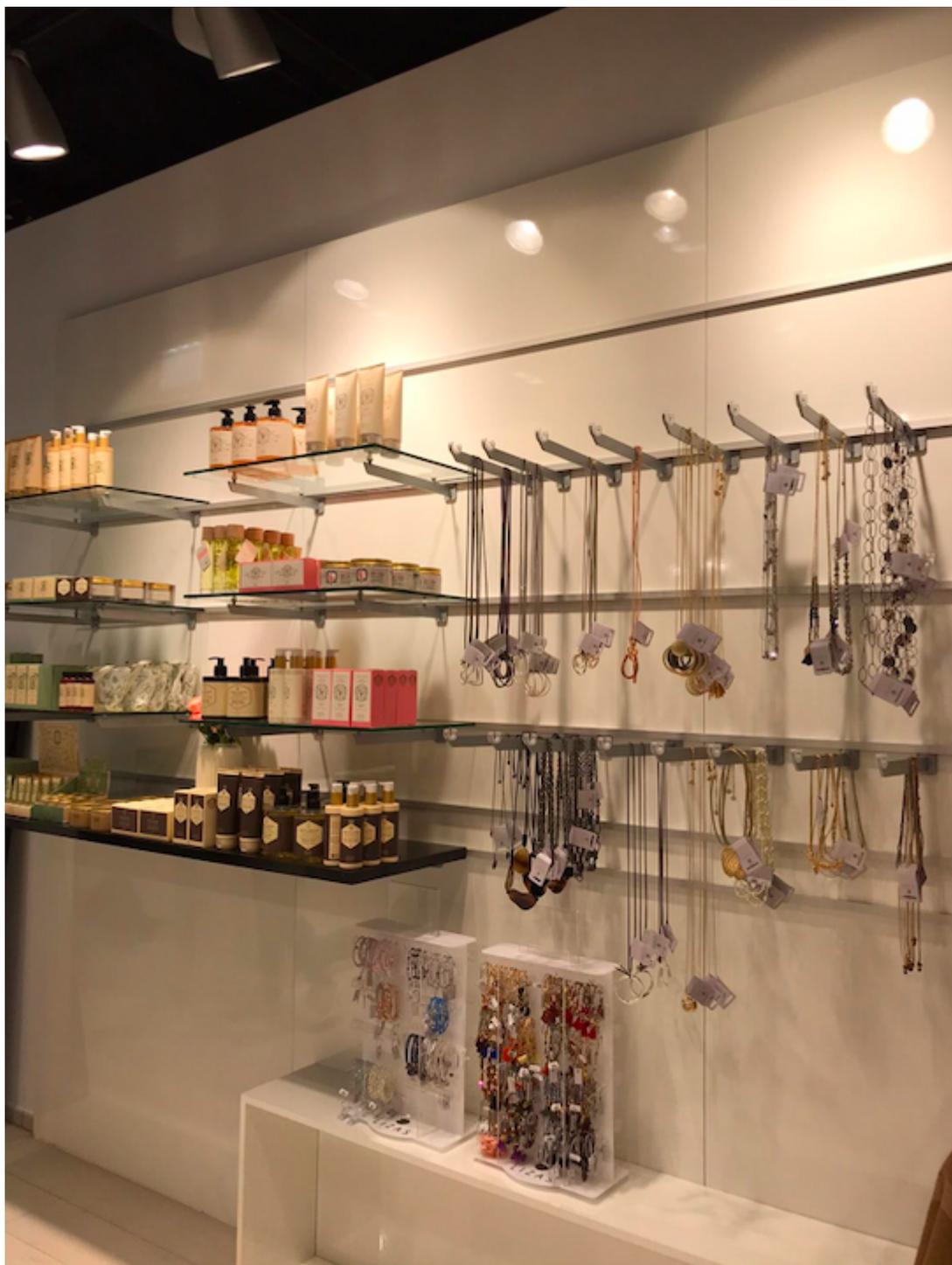


Featuring the soaps, creams and candles of Panier des Sens, the curated offering includes a premium skincare range that supports local partnerships and organic farming

The carefully curated FRAAS & Friends offering features the alluring creams of Panier des Sens, which includes scents of seduction of Provence, France. Founded in the south of France in 2001, the mid-sized company contributes a skincare range inspired by the products and traditional manufacturing methods of the Mediterranean region.

“Our production is based on local partnerships and promotes organic farming. We follow our development with constantly growing ambition, the desire for constant improvement and a sincere concern for the protection of our environment.

We are continually investing to be able to offer at least 95% of ingredients of natural origin in all fragrances by the end of 2021. From 2021, the packaging of our bestsellers will be 100% recycled and reusable, resulting in reduced CO2 emissions,” says Jérôme Lambruschini, the owner of Panier des Sens.



Refining basic materials such as brass and stainless steel, LIZAS completes the team partnership and presents a wide range of earrings, necklaces, bracelets and rings in a colorful and versatile selection

The retail concept is completed by LIZAS. Founded in 2007, the German company distributes jewelry in the mid-price sector across the globe. The product range includes earrings, necklaces, bracelets and rings in a colorful and versatile selection of materials. The accessory brand refines basic materials like brass and stainless steel with silver, gold and rose gold, polished or trimmed to vintage. Crystals, freshwater pearls, ceramics, glass, acrylic, leather, textile and semi-precious stones are transformed into artistic creations.



In its second season, the FRAAS – The Scarf Company and BERetail partnership offers all-year-round appeal and aims to establish its concept at other travel retail locations

The collaboration of the three brands and the input of their individual expertise balances the seasonality of FRAAS' textile accessories. The concept is appealing for PAX all-year-round, from a cozy knit scarf combined with holiday scented candles from Panier de Sens in winter to a light silk scarf with LIZAS' pearl bracelets in summer.

Last, but not least, BERetail brings its travel know-how to the table. “[At Berlin Brandenburg Airport passengers can find great shops, there is no doubt about that. However, where are the product innovations? Is more of the same the right way to convince our customers? Definitely not.

We at BERetail are proud to work with partners for which sustainability is important. All these factors together result with ‘FRAAS & Friends’ as a unique shop concept in the German travel retail trade, which is refreshingly different from the well-known,” say Martin Enk, Managing Partner, BERetail.