

Gebr. Heinemann opens first ever A|X Armani Exchange TR pop-up



Located in Terminal 3, the pop-up will be open until the beginning of January 2023



Gebr. Heinemann opened an [A|X Armani Exchange](#) pop-up store at Copenhagen Airport. It is A|X Armani Exchange's first ever in global travel retail.

The pop-up operated by Gebr. Heinemann is located in Terminal 3, directly on the pathway and will be open until the beginning of January 2023. At the 30-sqm space, travelers will find men's and women's clothing and accessories from the summer collection of A|X Armani Exchange, from shopping bags and baseball hats, dresses and skirts to jackets, pants and sneakers. An autumn and winter collection will follow.

A|X Armani Exchange, the brand launched in 1991, rewrites the urban dress codes, introducing the values of the Armani world to a younger audience. In 2017, following the reorganization of the brand portfolio, A|X Armani Exchange became one of the Armani group's three main brands.



The entire shop was designed to be environmentally friendly; all the structures and walls are made of recyclable material

“We are delighted to surprise our passengers with A|X Armani Exchange’s first ever pop-up store at an airport. Thanks to our close, trusting cooperation with Copenhagen Airport, it is always possible for us to inspire passengers with new offers. This is how we turn their travel time into valuable time – the core of our mission statement vision at Gebr. Heinemann,” comments Katrin Bamler, Managing Director, Gebr. Heinemann Retail Denmark.

“Our new pop-up store underlines Gebr. Heinemann’s close strategic partnership with the Armani brand, which continues to generate ideas and impetus for new global concepts. We offer A|X Armani Exchange a prominent space at Copenhagen Airport with high visibility and travelers an exclusive shopping experience: in a relaxed atmosphere, they can try and shop new looks from a trendy, high-end leisure brand that has never been available in a pop-up store in travel retail before,” adds Jan Richter, Director Purchasing Fashion, Accessories & Watches, Jewellery, Gebr. Heinemann.

Sustainability is at the center of the shop design

It is not only the fashion from A|X Armani Exchange, which Gebr. Heinemann presents in the pop-up store, that is sustainably oriented: The entire shop was designed to be environmentally friendly. All the structures and walls are made of recyclable material. The furniture is modular, so it can be combined in different ways and used over and over again. Low-voltage LEDs ensure energy efficiency in the lighting. Also, the gifts with purchase, a lunch box and a water cup, are made of recycled plastic and can be reused multiple times.