

# Gebr. Heinemann, Coty, Safilo, Movado and Hugo Boss partner on cross-category animation at Frankfurt Airport



The summer-themed Boss booth at Frankfurt Airport

[Gebr. Heinemann](#), [Coty](#), [Movado](#), [Safilo Group](#), and [Hugo Boss](#) have partnered to unveil a cross-category shopping experience at [Frankfurt Airport](#), with a spotlight on Boss Parfums' new Eau de Toilette, Boss Bottled Pacific.

According to the company, the fresh composition transports the wearer to the beaches of Malibu, with top notes of lemon essence and saltwater, heart notes of coconut and cypress, and base notes of sandalwood, cashmere and Indonesian patchouli.

Select items from the wider Boss brand universe – fragrances, watches, sunglasses, and clothing – are curated and presented to welcome summer and celebrate the new fragrance. Coty holds the fragrance licence for the Hugo Boss brand, while Safilo has the licence for eyewear and Movado that for watches and jewelry.

“We are delighted about creating a pop-up with such a complete product offering together with our license partners. We are adding so much more value to this touchpoint with retailtainment to fully immerse visitors to Frankfurt Airport in the world of Boss,” said Till Pohlmann, VP Global Franchise & Travel Retail, Hugo Boss.

The pop-up will run from May until the end of June, and features summer-themed animations, a virtual-reality surfing simulation experience, and a themed photobooth complete with a fixed surfboard and a rippling ocean backdrop. Customers will have the opportunity to win a limited-edition surfboard, branded with Boss Bottled Pacific colors. Specialists in beauty, watches, and fashion will be on hand to guide customers around the new space and showcase its summer-ready offering.

"At Coty, we are constantly seeking to create new, innovative, and more engaging customer experiences," said Olivier Louis, Managing Director Travel Retail Europe, Coty. "For the launch of Boss Bottled Pacific, we wanted to go one step further and really immerse our customers in the Boss universe. What better way than to gather Boss fashion, watches, sunglasses and fragrances under the same Boss Malibu Beach concept for a ground-breaking experience? We co-created an unmissable experience, where the best of Boss worlds meets exciting and rewarding retailtainment. We are very proud of this first-ever partnership between Boss cross-categories, Hugo Boss fashion house, Gebr. Heinemann and Frankfurt Airport."

Jens Peter Peuckert, Marketing Director, Gebr. Heinemann added, "At Gebr. Heinemann, we want to offer the travelers a spectacular assortment and unforgettable experiences. With this cross-category partnership, we are doing just that. Travelers are focusing more and more on 'total looks' instead of single categories, which is a key theme of this promotion. In addition, we are telling a story around the selection of articles with summer vibes, a VR surfing experience, a photo booth and more, thereby creating customer engagement and excitement."

"We as Safilo Group are very proud to be part of this cross category activation developed together with key actors in the industry, capturing consumers into the Boss Universe and creating an innovative experience including different touchpoints. Now that travel retail has very positive trends, it is even more important to be consumer centric and offer unique storytelling and activation," said Gabriele Cusani Sodano, Commercial Senior Head North, France & Benelux and Global Key Accounts at Safilo Group.

"Movado Group Inc. is excited to be part of a unique brand activation at Frankfurt Airport with Gebr. Heinemann for Boss Watches. Innovative and unexpected, the Boss Spring Summer 2023 collection presents bold and sporty pieces, assuring style in every situation for men who want to disrupt the status quo," said Florian Werner, President Hugo Boss Watches & Jewelry at Movado Group Inc.