

FAR opens an exclusive perfume and cosmetics shop experience

The new Frankfurt Airport Retail (FAR) beauty shop, located in Terminal 1 B-Non-Schengen, serves passengers over 855 square meters, offering a world of digital entertainment along with quality service and a variety of exclusive beauty brands and products.



FAR, a partnership between Frankfurt Airport and Heinemann, has opened a new 855-square-meter beauty store in Terminal 1

Passengers will be invited into the shop from afar, as large screens on the outer facade display the motifs of the “Take your senses on a journey” campaign as moving images.

Once inside, passengers will have the ability to engage with over 30 brands including Kiehl's, Tom Ford, NARS, Gucci, luxury skincare brands such as La Mer and La Prairie, and niche brands such as Maison Francis Kurkdjian, Acqua di Parma, Jo Malone and Creed.



The new generation of mid-space furniture is modular and can be used flexibly

In the “Looklab” area of the shop, an LED installation with brand and product animations draws attention. This is the trendy section where passengers will find “Minis to fly” products in small sizes, and brands such as “By Terry” and “Pixi.” Looklab will be appealing to younger travelers.



The Looklab section has trends like minis and new brands that appeal to younger travelers

FAR arranged a new generation of mid-space furniture in the shop. The furniture features integrated decoration and impulse areas, through which brands and products such as Rituals, Biotherm and Dr. Barbara Sturm can be attractively presented. Another keyword is sustainability. The furniture is modular and can be used flexibly. It can be adapted to different requirements and used again and again.



The store bridges the gap to the neighbouring FAR Duty Free shop with its special-offer section from the luxury food product segment

“A pure beauty store of this size, with this brand diversity, this experience factor, this innovative power and this variety of brand personalisation is unique not only here in Frankfurt, but in the entire Duty Free world of Gebr. Heinemann,” says Dirk Mörchen, Managing Director Frankfurt Airport Retail.

“At Frankfurt Airport, we are offering international travellers, whose numbers are growing strongly again, a shop concept in a class of its own,” adds Georg Fuhrmann, Managing Director Frankfurt Airport Retail. “The perfume and cosmetics product group is presented on a new scale here.”

“The unique shop welcomes beauty customers not only with a wide and exclusive range of brands, but also with a new furniture and design concept that makes our fabulous assortment shine,” says Britta Hoffmann, Director Purchasing Perfume & Cosmetics at Gebr. Heinemann. “Also, thanks to the excellent cooperation with our brand partners, we can surprise travellers with a fascinating shopping experience, characterised by a variety of new brands and contemporary concepts such as Clean Beauty and niche fragrances.”