

Heinemann returns to Düsseldorf Airport with four new store openings



With a strong regional focus and sustainable furnishings, Heinemann has redesigned and opened a total of four duty free and travel value shops at all three piers at the airport

After a ten-year hiatus, Heinemann is back at Düsseldorf Airport. The two partners, which originally collaborated from 1992 until the end of 2012, once again join forces with a new undertaking.

Heinemann has redesigned and opened a total of four duty free and travel value shops at all three piers. The largest shop, spread across 1,300 square meters, is located in the non-Schengen area at pier C. All shops have a combined area of around 3,700 square meters.

A strong regional focus, sustainable furnishings, and a high degree of flexibility take center stage for Heinemann in Düsseldorf. The airport is a key location for new concepts including its "Test & Learn" pilot project. The new shops are inspired by the Rhine metropolis of Düsseldorf and its surrounding areas.

Every shop has a different look and offers a different product range - adapted to the target groups of each shop location. The non-Schengen shop in pier C is modeled after the famous Düsseldorf boulevard Königsallee. Nicknamed "Kö," this shopping avenue is lined with flagship stores and showrooms of global designer brands. It's also what travelers can look forward to at the Heinemann shop - a large assortment of premium brands such as Chanel, Dior and Lancôme, with their own personalized areas. The shop on level 1 at pier B is centered around "urban chic." Here, the focus is on the young and vibrant image of Düsseldorf, reflected for example in the large and colorful graffiti artwork by the shop entrance. The shop on level 2, an ode to the old town of Düsseldorf on the banks

of the river Rhine, adds a special flair with its design features, which include walls with a brick finish. Art is the inspiration behind the shop at pier A: an installation of ribbons welcomes travelers at the entrance.

The strong connection to Düsseldorf is reflected in the range of products on offer. Regional brands such as Killepitsch, Rhein Gin and Siegfried Gin are on sale for customers under the “Local Heroes” category. The range also includes the piloted “Test & Learn” items. New brands, some known only on social media so far, will have the opportunity to present their products to travelers for a limited period of time, giving them an inroad into the travel retail market. For shoppers, this is a genuine highlight as it enables them to discover products like Niche Beauty Lab, Acnemy or The Glow, which are usually not found in the channel or are only available in a very limited number of locations.

The redesign of the shops places a special emphasis on sustainable furnishings. All items were manufactured to have a long service life, consume few resources and minimize our carbon footprint. In addition, the concept is characterized by a high degree of flexibility. It allows the shops to respond quickly and efficiently to customer needs by changing its ranges, promotions, tasting sessions and product staging using the existing furnishings.

At the reopening, Florian Seidel, CSO at Gebr. Heinemann, said, “We have a long and successful history with Düsseldorf Airport and are therefore truly delighted to be able to once again forge ahead with this partnership after ten years. Together, we have succeeded in developing a concept that showcases the region and its local specialties in the best possible way. We are incredibly proud of the final result and are excited to finally present this concept to the travelers in Düsseldorf.”

Gordana Schiel, Managing Director Heinemann Düsseldorf, said, “The new shops and their range of products are a testament to the strong connection to Düsseldorf and its surrounding areas. It is a joyful ‘homecoming in the true sense.’ We are particularly thrilled that almost two-thirds of our employees were previous ambassadors of the Heinemann brand and have now joined us again. Travelers can look forward to an unforgettable shopping experience with a spectacular assortment in four customized retail spaces. These shops are partly stocked with in-vogue brands that are available exclusively in travel retail in Düsseldorf. Another of our goals is to attract new target groups, such as millennials and Gen Z, with social media-driven brands to change their perception of duty free shopping as an outdated pastime.”

Lars Redeligx, CEO Düsseldorf Airport, added, “We are delighted to have found a partner like Heinemann, who, like us, puts passengers first. We are united by our conviction of wanting to be more than just good; we want to offer every single customer an excellent experience. As an experienced and international player in the industry, Heinemann knows what is important and has positioned itself flexibly and sustainably in order to respond to current and future customer requirements and changes on an individual basis. The new shops at our airport are proof of how the future of travel retail is being successfully shaped.”

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