

# Gebr. Heinemann Italia reopens at Bologna Airport after major update



The design of the two stores reflects local characteristics of Bologna

[Gebr. Heinemann](#) has redesigned and reopened two travel retail stores at [Bologna Airport](#). The larger of the two shops is located in the Schengen area and covers around 700 square meters of retail space. The Non-Schengen shop (300 square meters of sales area) was also extensively renovated.

According to a press release, "The new store concept is inspired by the cityscape of Bologna: the arcades and Piazza Santo Stefano served as models for the Schengen shop. The design of the non-Schengen shop is based on the "Palazzi Bolognesi" historical palaces, whose chandeliers and frescoes are reflected in it."

The floor, ceilings, furniture and lighting have been completely redesigned. Among other things, the area for Fashion, Accessories & Watches, Jewelry has been enlarged, and there is now a space for affordable luxury brands like Furla and Coccinelle. In addition to exclusive global brands such as Montblanc and Saint Laurent, there are also iconic brands from Italy such as Gucci, Prada and Dolce & Gabbana as well as hand-picked specialties from the region.

In order to make a sustainable impact, the redesign focused on the concept for recycling waste as well as on the resource-saving use of energy. Another new feature is the Click & Collect shopping option – for the first time at Heinemann Italia. In addition, a pop-up area was created in the course of the redesign, in which brand partners present changing promotions.

The extensive renovation of the shops was preceded by the extension of the contract with the airport until 2028. Heinemann has been operating the shops in Bologna since 2011.

Fulvio Fassone, Managing Director Heinemann Italia, said, "Heinemann opened its stores in Bologna twelve years ago. At that time, it was our first location in Italy. We are very proud that in the course of the modernization we can once again significantly improve our spectacular assortment here. In addition, our cooperation with the airport today goes far beyond commercial business in terms of sustainability projects, commercial strategies, market analysis, social initiatives."

Christoph Stump, Director Sales at Gebr. Heinemann, added, "Our two stores and the range of products are now even more closely linked to Bologna and its surroundings. It is in line with our conviction to work out the optimal concept together with our partners on site and make sure it is aligned with the local conditions and the special features of the region. The combination of selected regional products with global brands is tailor-made for the international audience in Bologna."

Nazareno Ventola, CEO Airport Bologna, said, "For the year 2023, Bologna Airport expects a steady recovery towards pre-pandemic levels, given the strong resilience of its catchment area. The main target group for Bologna is international travelers, which represent almost 80% of total passengers. Among them are business as well as leisure travelers. The new stores opened by our duty free partners Gebr. Heinemann enhances significantly our airport value proposition, in line with our goal to improve the passenger experience at Bologna Airport."