

New Boss shop concept debuts in Frankfurt



The 140 square meter Boss store in Frankfurt Airport T1 is the world's first travel retail mono-brand boutique displaying the new Boss concept and branding

Frankfurt Airport Retail (FAR), a joint venture between Gebr Heinemann and the airport operating company Fraport, has celebrated the opening of the new Boss shop at Frankfurt Airport Terminal 1.

The 140 square meter store, located in Pier A Schengen, is the world's first travel retail mono-brand boutique displaying the new Boss concept and branding after the brand's relaunch in 2021.

The new store is the fourth Boss location at Frankfurt Airport and the 13th under the Gebr Heinemann Group worldwide.

Centrally located in the terminal immediately after leaving the Main Duty Free Shop, the boutique carries both the women's and men's collections.

"The opening of the Boss mono-brand boutique is a highlight in our busy Terminal 1," said Dirk Mörchen, Managing Director of Frankfurt Airport Retail. "We are particularly proud that the new look is celebrating its premiere in global travel retail here in Frankfurt."

Georg Fuhrmann, also Managing Director of FAR, added: "The joint implementation of the new concept in travel retail is proof of the fruitful co-operation between Gebr Heinemann, FAR and Hugo Boss. Fraport has also given us excellent support, as always."

Jan-Dieter Schaap, Head of Retail at Fraport AG, added his voice: "We are delighted to welcome another Boss brand store to our airport, expanding the range of products for our customers. The innovative and new concept addresses the customer needs in the A Schengen passenger area."

Strong digital elements

The new store concept focuses on the lifestyle segment and features strong digital elements. A

digitalized façade displays changing campaign videos in XXL format to encourage travelers to visit the boutique.

The store has an urban aesthetic, with a clear look and many wooden accents. Modern design elements give the brand plenty of space to present the collections.

For the opening of the new mono-brand boutique, customers could have their newly purchased pullovers personalized in the store.

Jan Richter, Director Purchasing Fashion, Accessories & Watches, Jewelry at Gebr Heinemann, underlined the strategic importance of the brand revamp for the future of the long-standing global partnership with Boss: "The relaunch of the Boss brand is also reflected in the assortment, such as the Boss X NBA collection with sweats and sneakers in the style of the American basketball league. The new design concept and the strong digital elements enable us to curate and stage the assortment and individual product groups in an even more targeted way. This offers customers a much better orientation and, above all, provides passengers with little time an even more enjoyable shopping experience."

The look and feel for the Hugo and Boss brands from Hugo Boss has been rejuvenated since the relaunch. The Boss brand mainly appeals to millennials aged 25 to 40, while Hugo targets Generation Z under-25 year olds.

The new #BeYourOwnBoss campaign supports the change with well-known names like Kendall Jenner and other mega-influencers from the world of fashion, music and sport.

The brands' traditional logos have also been revamped for the first time in 50 years, and in the course of this year, the other Boss locations at Frankfurt Airport will be equipped with the new logo.