

smartseller opens first integrative retail space at Ljubljana

In 2020, Gebr. Heinemann and high-quality food-to-go operator casualfood founded a joint venture called smartseller. The first smartseller integrative retail space has now opened at Ljubljana Airport. The store, which operates under the name “all yours,” comprises duty free, convenience and F&B.



smartseller is already active with other integrated solutions on a smaller scale at regional airports in Münster/Osnabrück and Leipzig in Germany, but they are not marketed under an umbrella customer-facing brand as in Ljubljana

Most of the 1000-square-meter walkthrough space is now open as of July 1 2021. The remaining space is scheduled to open in April 2022.

“all yours is offering passengers a liquid retail journey, committed to melting barriers and creating a haven for travellers. The boundaries between Duty Free, Food & Beverage and Convenience shops have disappeared in favour of an open concept allowing passengers to move about as they wish. The concept evolves retail spaces from formerly rigid, category-centred assortments into four needs-oriented zones, creating smooth and intuitive transitions between themes, products and services,” explains Karl Niendorf, Managing Director of smartseller.



With the successful launch at the Slovenian capital's airport, smartseller is getting ready to roll the concept out across Europe

Four pebbles serve as fixed points of orientation in the store's design, around which everything flows: Your Location (local products), Your Studio (a place to linger), Your Spa (a well-being zone for relaxing and freshening up) and Your Bistro (Food & Beverage).



A pebble is the symbol that marks the customer journey, and can be seen everywhere from the shop fittings to every aspect of the communications

The furniture is created to be linear, flexible, and adaptable to future requirements. As the components are mainly fastened together by plug-in connectors, everything can be quickly reconstructed or repurposed, adding to sustainability and cost-effectiveness, with travelers' needs and expectations top of mind.



The furniture is linear and adaptable, allowing for future reconstruction and repurposing

“The fresh and innovative concept of the Duty Free area, where retail and F&B offer are intertwined, is one of the highlights of the new terminal at Ljubljana Airport. We believe that the perfectly designed shop and product offer, combined with an attractive food corner will persuade even the most demanding travellers,” said Babett Stapel, Chief Commercial, Finance and Administrative Officer at Fraport Slovenija, adding: “especially in these times both partners appreciated the high level of commitment and mutual trust to commercial innovation in airport travel.”

“The airport of the future must be understood as a holistic marketplace in terms of its synergies and not in terms of its stand-alone offers. We are streamlining all our offers towards this aim,” Karl Niendorf concludes.