

FAR fashions its first multi-brand accessory concept in a duty free shop



Leading brands such as MCM and Michael Kors are featured in Frankfurt Airport Retail's pioneering fashion concept store in Terminal 1

Frankfurt Airport Retail (FAR), the operator of all Duty Free & Travel Value shops at Frankfurt Airport, has opened a 316 square meter space dedicated to the fashion, accessories, watches and jewelry (FAWJ) categories.

It is integrated into the 1,934 square meter Duty Free & Travel Value Shop in Terminal 1, Pier A Schengen at Frankfurt Airport.

The multi-brand fashion concept, rolled out for the first time in a duty free shop in Frankfurt, is designed to stand out visually from the rest of the store. Upscale materials such as oiled oak, brass and white marble seek to create a luxurious shopping ambience.

The generic furniture concept developed by Gebr Heinemann presents the different brands and product groups - ready-to-wear, sneakers, bags, sunglasses, watches and jewelry - in a high quality and uniform environment.

This is the first time that the multi-brand fashion concept has been implemented in a duty free shop under the worldwide umbrella of Gebr Heinemann.

Jan Richter, Director Purchasing Fashion, Accessories & Watches, Jewelry at Gebr Heinemann, said:

"The tailor-made concept offers the brands positioned here excellent visibility and a high degree of flexibility to respond to significant trends, curate themes and thus keep the space constantly different, inspiring and surprising for passengers. We present the assortment in a casual and stylish setting, so travelers can quickly get an overview of the entire range and relax while shopping for a complete look."



A highlight of the new space is the Men's Business Unit incorporating specially designed furniture

New men's business unit

A highlight of the new space is the Men's Business Unit. Specially designed furniture showcases shirts and ties on the backwall, and a table displays Boss polo shirts, Happy Socks, Boss and Falke socks, underwear sets and belts. The Montblanc brand rounds off the range with cufflinks, leather goods and writing instruments.

Dirk Mörchen, Managing Director of FAR, said: "We are excited to delight passengers in Frankfurt with the premiere of the Gebr Heinemann multi-brand concept in our core duty free shop. The FAWJ multi-brand area has a lot to offer thanks to numerous new brands. The ready-to-wear range shines with Tommy Hilfiger, CK, Marc Cain, Polo Ralph Lauren and Hugo, for example."

Georg Fuhrmann, also Managing Director of FAR, added: "The affordable luxury segment of leather goods around Furla and Coccinelle is now strengthened by the brands MCM, Michael Kors and See by Chloé, and the entire store gains in attractiveness for our customers with the new trend brands."

"The further development of the duty free stores shows how the retail landscape at Frankfurt Airport is constantly reinventing itself," explained Jan Dieter Schaap, Head of Retail at Fraport AG. "We are very pleased about the expansion of the stylish fashion and accessories range in our highly frequented Schengen pier. This will offer both our female and male passengers an even more holistic shopping experience."

In the significantly expanded product group of sunglasses, the top 10 best-sellers are put in the spotlight on a digital column with videos and so-called focus islands highlight different best-sellers seasonally. These special promotion areas are immediately eye-catching thanks to a digital video area and are staged with different themes, for example on Mother's Day.