

# Frankfurt Airport Retail inspires passengers with Hugo graffiti activation



Pictured from left to right: Jan Richter (Director Purchasing Fashion, Accessories, Watches and Jewelry, Gebr Heinemann), Georg Fuhrmann (Managing Director, FAR), Dirk Mörchen (Managing Director, FAR), Vivien Lehmann (General Sales Manager, FAR) and graffiti artist Justus Becker in the Duty Free & Travel Value Shop at Frankfurt Airport

To coincide with the opening of its new Fashion, Accessories, Watches and Jewelry (FAWJ) area, German operator Frankfurt Airport Retail (FAR) offered passengers at Frankfurt Airport the opportunity to personalize the clothing they purchased from the Hugo brand.

FAR and Hugo engaged the well-known Frankfurt graffiti artist Justus Becker, who enthused customers with his airbrush drawings on T-shirts and hoodies. The campaign ran from 5 to 7 May and will be repeated in June.

“The airbrush activation was a highlight at the airport that attracted the attention of all fashion-loving passengers,” said Dirk Mörchen, Managing Director at FAR. “Creating such experiences is one of the central future tasks in travel retail. At FAR we want to offer exciting shopping environments where there is always something new to discover.”

Georg Fuhrmann, also Managing Director at FAR, added: “The travelers were able to look over the artist's shoulder as he worked and then thank him personally for their individualized garments. With

this campaign, we made the FAWJ category a very special experience for the passengers and made this shopping experience unforgettable.”

The promotion took place in the entrance area of the Main Duty Free & Travel Value Shop in Terminal 1, Pier A Schengen. The activation “significantly pushed sales” in the entire category during the promotion period, FAR said.

“We are pleased to have realized this special customer experience campaign together with Hugo and our joint venture FAR,” said Jan Richter, Director Purchasing Fashion, Accessories, Watches and Jewelry at Gebr Heinemann. “It is another important building block in our strategy to create excellence in travel retail with a mix of globally sought-after brands, local highlights and product personalization.”

Justus Becker combines graffiti, airbrush and classical drawing in a mixed technique. The street artist's works can be seen all over Frankfurt – on bridge pillars, building fences and walls – as well as internationally, for example in Toronto.

Becker is passionate about social issues and humanitarian aid in his work. The capital letters HUGO designed by him as part of the FAR campaign will be auctioned.

FAR will donate the proceeds to “Wings of Help - Luftfahrt ohne Grenzen e.V.”, to support the organization’s Ukraine aid.