



Gebr. Heinemann
Gegründet 1879

Fashion in Travel Retail

The right mix for the restart

Webinar TFWA 365

Madline Herr, Head of Buying FAWJ, Gebr. Heinemann

23th March 2022

As a wholesaler and retailer, we are active in over 100 countries and have access to more than 750 million passengers

Impressions and key facts on Gebr. Heinemann



Around
60 mio. customers
annually on a sales area of around
160,000 sqm
(in our own airport shops)

Operation of
600
own shops as retailer at airports, on
cruise ships and at border crossings

Operating as a wholesaler and
retailer in
over 100
countries

Supply of more than
1000
distribution customers worldwide

Supply or operation of shops at around
200
international airports

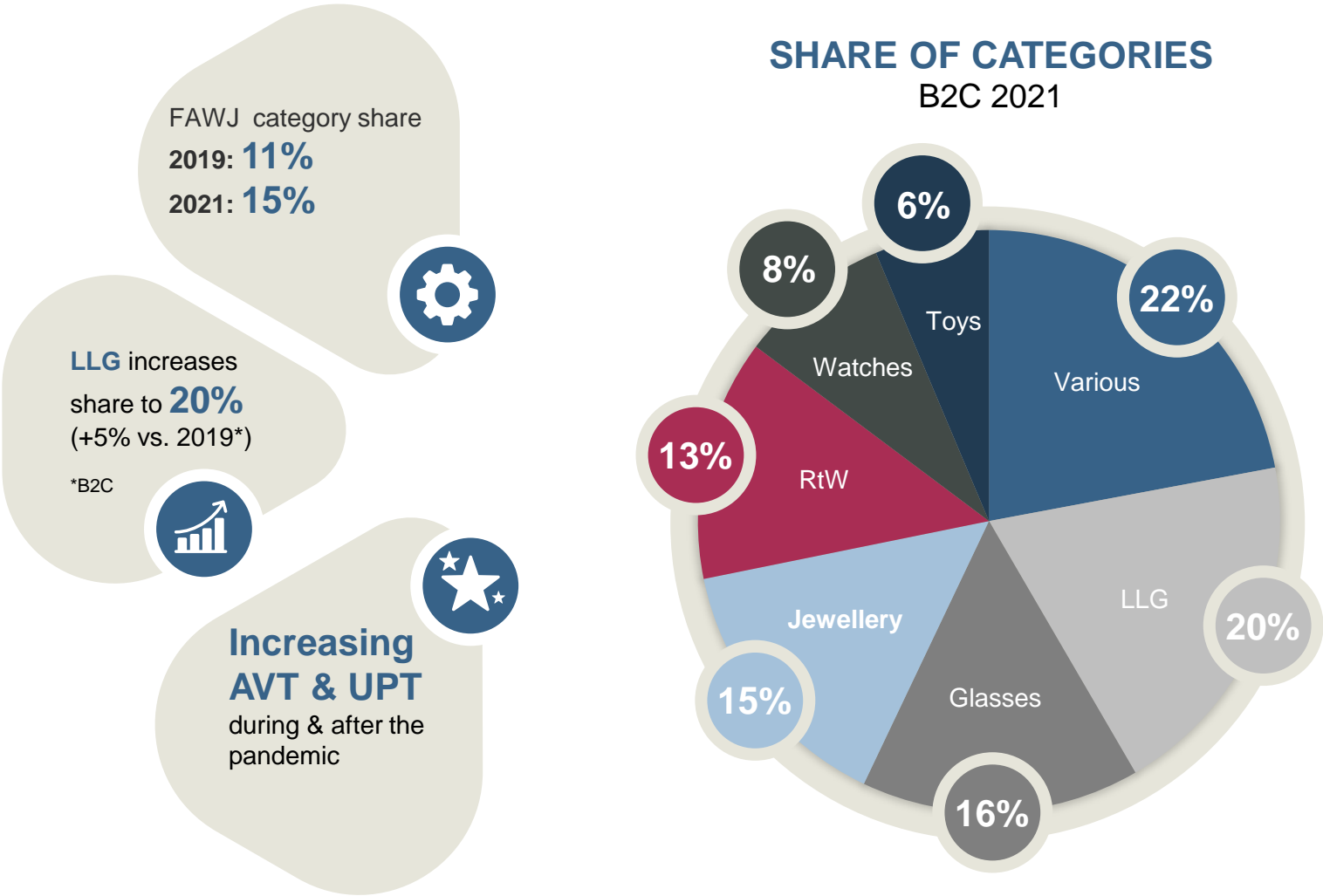
Creating excitement on more than
400
promotion spaces worldwide

Supply and operation of around
240 cruises and ferry shops
200 border shops
100 airlines

Approximately
1 mio.
Heinemann & Me members

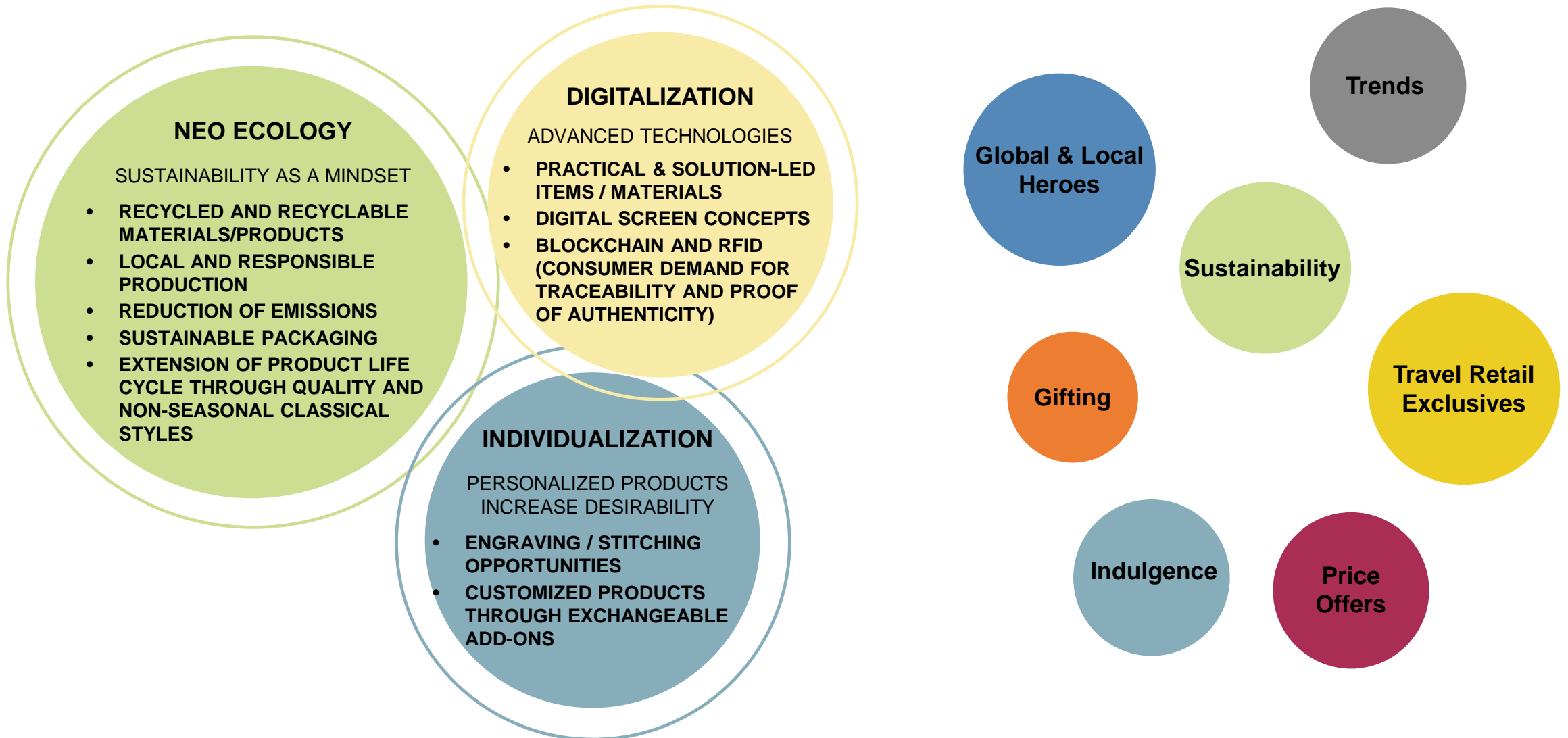
Fashion and Accessories is recovering faster and wins category share

Category development FAWJ – Gebr. Heinemann



Assortment relevant factors for Fashion & Accessories in Travel Retail

Key Trends 2022



Mauritius Duty Free Paradise

Opening in November 2021

Global Hero Brands

- F&A: Longchamp, Michael Kors, Coach, Hugo Boss, See by Chloë, Coccinelle
- Sunglasses: Ray Ban, Dior, Prada, Gucci, Cartier and more
- W&J: Swatch Group, Longines, Coeur de Lion

Local Sense

- Concept dominated by local flowers (Bougainvillea) and plants
- Portfolio and assortment adapted to the market requirements

Indulgence

- Champagne Bar

Trends

- Spectacular seasonal and replenished assortments
- Cross category VM



Mauritius Duty Free Paradise

Opening in November 2021



Customer activation with curated marketing campaigns and matching product selection

„Life has no limits“ campaign



Customer activation with curated marketing campaigns and matching product selection

„Life has no limits“ campaign



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„Life has no limits“ campaign



Outlook 2022



Increasing category share of FAWJ category with **further openings** in 2022



Flexibility to react quickly to **changing market requirements**



Growth drivers:

- Leather Goods
- Sunglasses
- Sneakers



Assortment Focus:

- Sustainable products
- Travel Retail & Heinemann Exclusive Products
- Access to full assortment per brand





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