



# Fashion in Travel Retail The right mix for the restart

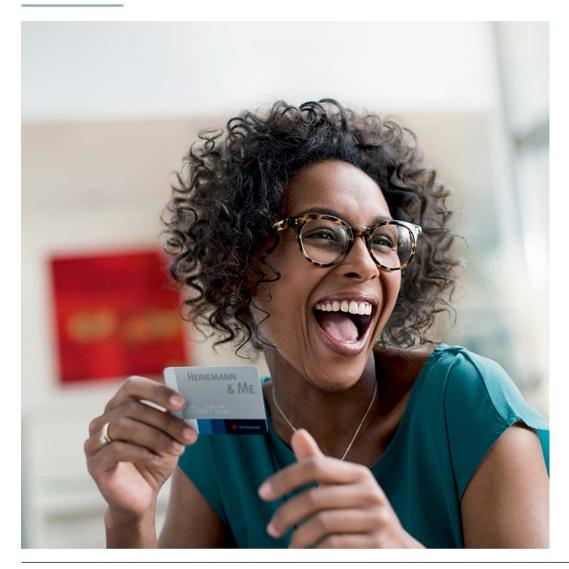
Webinar TFWA 365

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

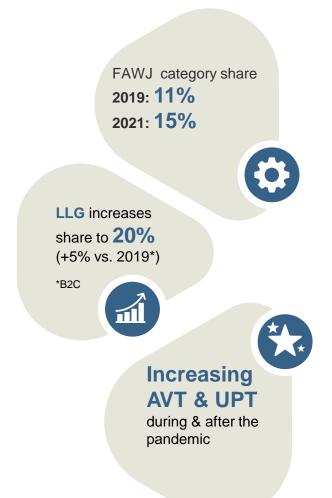
Impressions and key facts on Gebr. Heinemann

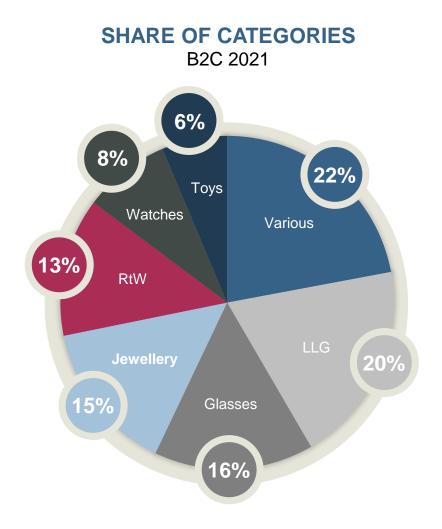


Around  60 mio_customers annually on a sales area of around 160,000 sqm (in our own airport shops)	Operation of 600 own shops as retailer at airports, on cruise ships and at border crossings
Operating as a wholesaler and retailer in  OVER 100  countries	Supply of more than 1000 distribution customers worldwide
Supply or operation of shops at around <b>200</b> 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

#### **NEO ECOLOGY**

SUSTAINABILITY AS A MINDSET

- RECYCLED AND RECYCLABLE MATERIALS/PRODUCTS
- LOCAL AND RESPONSIBLE PRODUCTION
- REDUCTION OF EMISSIONS
- SUSTAINABLE PACKAGING
- EXTENSION OF PRODUCT LIFE CYCLE THROUGH QUALITY AND NON-SEASONAL CLASSICAL STYLES

#### **DIGITALIZATION**

ADVANCED TECHNOLOGIES

- PRACTICAL & SOLUTION-LED ITEMS / MATERIALS
- DIGITAL SCREEN CONCEPTS
- BLOCKCHAIN AND RFID
   (CONSUMER DEMAND FOR
   TRACEABILITY AND PROOF
   OF AUTHENTICITY)

#### INDIVIDUALIZATION

PERSONALIZED PRODUCTS
INCREASE DESIRABILITY

- ENGRAVING / STITCHING OPPORTUNITIES
- CUSTOMIZED PRODUCTS THROUGH EXCHANGEABLE ADD-ONS



### **Mauritius Duty Free Paradise**

### Opening in November 2021

#### **Global Hero Brands**

- → F&A: Longchamp, Michael Kors, Coach, Hugo Boss, See by Chloè, 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







## Customer activation with curated marketing campaigns and matching product selection

"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







**Gebr. Heinemann** Gegründet 1879

## **Contact**

Gebr. Heinemann SE & Co. KG

Herr, Madline

Koreastraße 3 20457 Hamburg

Telephone +49 40 30 10 29 95

M\_Herr@ gebr-heinemann.de

For more information

www.gebr-heinemann.de