

Coty and Heinemann lead Boss cross-category animation at Frankfurt Airport

Coty, Gebr Heinemann, Hugo Boss, Safilo Group and Movado have joined forces at Frankfurt Airport to create an innovative, first-of-its-kind cross-category shopping experience to celebrate the introduction of Boss Bottled Pacific.

The fragrance, described as a refreshing edt that adds a touch of Californian cool to the signature Boss Bottled portfolio, was introduced in April. Featuring notes of citrus, salt, coconut and cypress, the scent aims to evoke the beaches of Malibu, and days spent chasing waves and relaxing in the shade of palm trees.

READ MORE: [BOSS The Scent Magnetic arrives in travel retail in Europe and the Americas](#)



The new Boss cross-category shopping experience at Frankfurt Airport.

A pioneering partnership

To celebrate the arrival of summer – and the new fragrance launch – Gebr Heinemann, Coty, Movado, Safilo Group and Hugo Boss have collaborated to deliver a pioneering animation that incorporates elements from the wider Boss universe.

A new in-store space showcasing fragrance, watches, sunglasses and clothing has been created, staffed with specialist sales advisors to offer guidance and advice.



Surfs up: Travellers at Frankfurt are invited to ride the wave with Boss, via an interactive VR surfing simulation.

From the beginning of May until the end of June, travellers can enjoy an immersive, summer-themed

Coty and Heinemann lead Boss cross-category animation at Frankfurt Airport shopping experience – and even enjoy a virtual-reality surfing simulation.

Other key elements include a themed photobooth, complete with fixed surfboard and rippling ocean backdrop. The event also incorporates a competition to win a limited-edition surfboard, branded with the Boss Bottled Pacific colour scheme.

Showcasing the Boss universe

“At Coty, we are constantly seeking to create new, innovative, and more engaging customer experiences,” noted Managing Director Travel Retail Europe Olivier Louis.

“For the launch of Boss Bottled Pacific, we wanted to go one step further and really immerse our customers in the Boss universe. What better way than to gather Boss fashion, watches, sunglasses and fragrances under the same Boss Malibu Beach concept for a ground-breaking experience? We co-created an unmissable experience, where the best of Boss worlds meets exciting and rewarding retailtainment. We are very proud of this first-ever partnership between Boss cross-categories, the Hugo Boss fashion house, Gebr Heinemann and Frankfurt Airport.



The innovative alliance aims to celebrate the arrival of summer, and the launch of the new Boss Bottled Pacific mens fragrance.

“At Gebr Heinemann, we want to offer travellers a spectacular assortment and unforgettable experiences,” commented Marketing Director Jens Peter Peuckert.

“With this cross-category partnership, we are doing just that. Travellers are focusing more and more on ‘total looks’ instead of single categories, which is a key theme of this promotion. In addition, we are telling a story around the selection of articles with summer vibes, a VR surfing experience, a photo booth and more, thereby creating customer engagement and excitement.”

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Adding value with retailtainment

“We are delighted about creating a pop-up with such a complete product offering together with our license partners,” added Hugo Boss VP Global Franchise & Travel Retail Till Pohlmann.

“We are adding so much more value to this touchpoint with retailtainment to fully immerse visitors to Frankfurt Airport in the world of Boss.”



The Frankfurt animation includes a surfboard-themed photobooth. Passengers can also win a limited-edition Boss surfboard.

“We at Safilo Group are very proud to be part of this cross-category activation, developed together with key actors in the industry, capturing consumers into the Boss Universe and creating an innovative experience including different touchpoints,” noted Commercial Senior Head North, France & Benelux and Global Key Accounts Gabriele Cusani.

“Now that travel retail has very positive trends, it is even more important to be consumer-centric and offer unique storytelling and activations.”

“Movado Group Inc. is excited to be part of a unique brand activation at Frankfurt Airport with Gebr Heinemann for Boss Watches,” concluded Florian Werner, President Hugo Boss Watches & Jewelry at Movado Group Inc.

“Innovative and unexpected, the Boss Spring Summer 2023 collection presents bold and sporty pieces, assuring style in every situation for men who want to disrupt the status quo.”