



Ten Years Later and Even Greater

Heinemann is back at Düsseldorf Airport with four custom-designed shops and a “Test & Learn” pilot project.

Between January and September 2023, Heinemann redesigned and then opened a total of four Duty Free and Travel Value Shops at Düsseldorf Airport. After a ten-year hiatus, Heinemann is back! In order to bring the new store concept to life, Heinemann celebrated its homecoming to the airport in September 2023; representatives of Düsseldorf Airport and the international media were present. There was also a party for the employees in the evening to thank them for their hard work and dedication.

Tobias Bechinger, Sales Director Western Europe, explains: “The conversions took place over a period of several months during ongoing operations, which required very precise planning and also an enormous amount of effort. But it was worth it: an extraordinary and individual store design meets a spectacular assortment. We are delighted to be able to offer travelers in Düsseldorf unforgettable shopping experiences again after ten years.”

Custom Designs for a Versatile Shopping Experience

A strong regional focus, sustainable furnishings, and a high degree of flexibility take center stage for Heinemann in Düsseldorf. The new shops are inspired by the Rhine metropolis of Düsseldorf and its surrounding areas. Every one of the four shops has a different look and offers a different product range – adapted to the target groups of each shop location. For example, the non-Schengen shop in Pier C, spread across 1,300 square meters, is modeled after the famous Düsseldorf boulevard Königsallee. Nicknamed “Kö,” this shopping avenue is lined with flagship stores and showrooms of global designer brands. This is also what travelers can find at the Heinemann shop – a large assortment of premium brands, such as Chanel, Dior, and Lancôme, with their own personalized areas. The shop on level 1 at Pier B on the other hand, is centered around “urban chic.” Here, the focus is on the young and vibrant image of Düsseldorf, reflected for example in the large and colorful graffiti artwork by the shop entrance. All of the shops have a combined area of around 3,700 square meters.

A Spotlight on Regional Products and Emerging Brands

The strong connection to Düsseldorf is reflected in the range of products on offer. Regional brands, such as Killepitsch, Rhein Gin, and Siegfried Gin, are on sale under the “Local Heroes” category. The airport is also a key location for new concepts by Heinemann, such as the “Test & Learn” pilot project. New brands, for example, known only on social media so far, have the opportunity to present their products to travelers for a limited period of time, giving them an opening into the travel retail market. For shoppers, this is a genuine highlight as it enables them to discover products from brands like Transparent Lab, Theramid, or Acnemy, which are usually not found in travel retail or are only available at a very limited number of locations.

Gordana Schiel, Managing Director Heinemann Düsseldorf, says: “The implementation of new ideas and concepts is only possible in a trusting and constructive partnership, where both parties really want to work together. Düsseldorf Airport is such a partner. It is one of our goals to attract new target groups, such as millennials and Gen Z, with social-media-driven brands to change their perception of duty-free shopping as an outdated pastime.”



Gordana Schiel, Managing Director Heinemann Düsseldorf



Tobias Bechinger, Sales Director Western Europe

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Watch now
The night of the shop takeover at Düsseldorf Airport was busy and very emotional.

