

Press note

Hamburg, 30 June 2026

bonprix celebrates its 40th anniversary with stars, content creators and customers in Hamburg

Under the motto “Celebrating 40 in Style,” bonprix hosted an exclusive cultural marketing event at the Curio-Haus in the heart of Hamburg on 25 June 2026. The event marked the conclusion of a series of activities celebrating the fashion brand’s 40th anniversary.

Around 300 invited guests accepted the fashion company’s invitation and enjoyed an evening that brought together the brand, people, and emotions. Among the guests were representatives from the Otto Group, prominent German personalities and content creators – as well as selected customers and employees who had won their tickets in a prize draw.

The evening’s programme featured various highlights, centring on the event’s theme and the short film “Forty and Fabulous.” In the film, well-known German soap opera actors and actresses such as Nina Bott, who also hosted the evening, Laura Osswald, Maria Wedig, Juliette Greco, and Oliver Petszokat humorously plan bonprix’s 40th birthday party. In addition, the Managing Directors Dr. Nicolai Johannsen and Carolin Klar, representing the Executive Board on stage, shared insights into bonprix’s evolution into a strong fashion brand. A surprise performance, famous singer Oliver Petszokat, also known as Oli P., concluded the programme and started the subsequent party.

The event was rounded off with a flying buffet and interactive elements, including an embroidery station for personalised t-shirts, tarot readings, a walk-in fashion closet showcasing the latest styles, and a “manifestation station” for positive resolutions – all of which allowed guests to experience the brand firsthand.

“The event wasn’t just about celebrating bonprix’s 40th anniversary; it was also about empowering our target audience: women over 40 who know exactly who they are, what they want, and what suits them,” explains Dr. Nicolai Johannsen. “The evening impressively demonstrated the dedication and creativity of our employees as well as the trust and enthusiasm our partners and guests have for bonprix. With this event, we have successfully taken a significant step toward breaking new ground in cultural marketing and making our brand an emotional experience,” states Nicolai Johannsen.

With this cultural marketing event, bonprix concludes its diverse range of anniversary activities, which included a high-impact (D)OOH campaign ([see press release](#)), an internal celebration for employees ([see press note](#)), and various promotions in the webshop and on social media.



Caption: bonprix Executive Board members together with guests from the Otto Group, actors and other special guests at the Cultural Marketing event on 25 June 2026 to celebrate the 40th bonprix anniversary in Hamburg (from left to right): Benjamin Otto, Carolin Klar, Dr. Nicolai Johannsen, Oliver Petszokat alias Oli P., Nina Bott, Charlotte Karlinder, Janina Lin Otto, Julia Röntgen, Sascha Schmitz alias Sasha, Matthias Wlaka.

About bonprix

With online shops in 16 European countries and additional B2B business in several markets, bonprix offers its mainly female target group fashion with a strong value-for-money proposition. The e-commerce company, founded in 1986, today reaches approximately 10 million active customers annually. With a revenue of 1.1 billion euros in Europe in the fiscal year 2025/26 (1 March 2025 to 28 February 2026), bonprix is among the strongest revenue-generating brand concepts of the Otto Group. More than 1,400 employees are based at the Hamburg headquarter and at other locations in Poland, Italy, and France.

The diverse product range includes womenswear and accessories, complementary assortments for men and children, as well as selected home and living products. bonprix stands for fashion produced in-house in a wide variety of styles and sizes and pursues an ambitious sustainability commitment.

For more information, visit en.bonprix.de/corporate.

Press downloads

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