

Press release

Hamburg, 29 September 2026

bonprix expands cultural marketing and launches new podcast format “Ladies Room” in Germany

On 28 September, bonprix launched “Ladies Room” in Germany, a new video podcast centered on the lived realities of women aged 40 and over. Across three episodes, journalist and podcaster Paula Lambert engages in personal conversations with prominent German guests about topics such as body image, relationships, motherhood, career, self-determination, and societal expectations. The guests include choreographer Nikeata Thompson, TV presenter Milka Loff Fernandes, and actress Wolke Hegenbarth.

With this new format, the fashion company bonprix is further developing its cultural marketing approach, placing the interests, perspectives, and experiences of its core target group, women aged 40 to 60, at the forefront. “Ladies Room” builds upon the “Forty & Fabulous” campaign, through which the fashion brand highlighted the diverse lived realities of women to mark its 40th anniversary earlier this year.

The name of the new format was chosen deliberately: the ladies room symbolises a space where women often converse more openly, personally, and directly than in other situations. bonprix translates this familiar setting into an editorial talk format that focuses on experiences, everyday challenges, and personal stories.

“For bonprix, cultural marketing means understanding the interests and needs of our target group and consistently aligning our brand communication with their daily lives. Fashion is part of their everyday routine, but it is not the only topic that matters to them. That is why, as a brand, we want to spark relevant conversations and highlight the perspectives that occupy the minds of women over 40. With ‘Ladies Room,’ we are creating new points of connection with our target audience and building brand relevance that goes beyond traditional product communication,” explains Dr. Nicolai Johannsen, Chief Marketing Officer at bonprix.

Three conversations, three perspectives

In three episodes, Paula Lambert speaks with prominent female guests over the age of 40. Her conversation with Nikeata Thompson covers body image, societal expectations placed on women, experiences with racism and fetishisation, as well as personal crises and menopause. With Milka Loff Fernandes, the focus is on the relationship with one’s own body, female shame, sexuality, and self-image. Wolke Hegenbarth discusses motherhood, partnership, self-care, existential anxieties, and different approaches to life. Rather than appearing as experts, the guests share personal experiences and individual perspectives. Paula Lambert and her guests wear outfits from bonprix that highlight their personalities and blend harmoniously into the stylish setting of the conversations.

The [trailer](#) for “Ladies Room” has been running on social media and as a podcast ad since 25 September. The [first episode, featuring Nikeata Thompson](#), has been available since 28 September. Subsequent episodes will be released on 5 and 12 October. The talk show format is available in German on all major [podcast platforms](#), such as Spotify, as well as on the [bonprix YouTube channel](#).

The concept was developed in collaboration with the agency Kemmler Kemmler, and the episodes were produced by Le Berg in Berlin.

About bonprix

With online shops in 16 European countries and additional B2B business in several markets, bonprix offers its predominantly female target group fashion at excellent value for money. Founded in 1986, the e-commerce company now reaches around 10 million active customers annually. With a turnover of €1.1 billion in Europe in the 2025/2026 financial year (1 March 2025 to 28 February 2026), bonprix is one of the Otto Group's highest-turnover brand concepts. Around 1,400 employees work at the Hamburg headquarters and at other locations in Poland, Italy and France.

bonprix is known for its in-house fashion collections, available in a wide variety of sizes and styles. The extensive range includes womenswear and accessories, complementary ranges for men and children, as well as selected home and lifestyle products.

Further information at: en.bonprix.de/corporate

About DEICHMANN

DEICHMANN SE, which is headquartered in Essen, Germany, was founded in 1913 and is still a wholly-owned family company. The corporate group is the European footwear retail market leader with operations in more than 30 countries worldwide. It employs about 50,000 people and operates approximately 4,700 stores and about 40 online shops. In addition to the DEICHMANN stores, the company owns Dosenbach, Ochsner Shoes and Ochsner Sport in Switzerland, vanHaren in the Netherlands and Belgium and Rack Room Shoes in the USA. It also owns the SNIPES Group with stores and online shops in Europe and the USA. For many decades, the company has been involved in a variety of social projects, for example through the DEICHMANN Foundation.

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