

## Press Release

Hamburg, April 16, 2026

### **“Celebrating 40 in Style”: bonprix combines brand, fashion, and attitude for its 40th anniversary**

This spring, bonprix is celebrating its 40th anniversary and launching a major, approximately three-month-long marketing campaign to mark the milestone. For the company, this is the most important integrated, cross-channel communication campaign of the year. Under the slogan “Celebrating 40 in Style,” women aged 40 and over are put in the spotlight: women who know who they are and what suits them. In doing so, bonprix is consciously aligning itself with its target audience. The campaign kicks off on April 16 with a TV commercial for the German market and digital online formats that will be rolled out across all key European markets, followed by a large-scale outdoor advertising campaign at Hamburg Central Station starting in early May. Additional cross-media initiatives will follow, including a short film featuring German celebrities and an event for influencers and the media.

“Our anniversary is much more than just a reason to celebrate,” says Dr. Nicolai Johannsen, Chief Marketing Officer at bonprix. “Above all, it’s an opportunity to show our customers how much they mean to us. That’s why we’re putting their attitude toward life and self-image front and center, showcasing women in bold looks with clear messages.” Statements like “Over 40. The ‘O’ stands for outstanding,” “Made it. And looking damn good doing it,” or “Nothing fits better than experience,” underscore bonprix’s brand positioning and engage the target audience on their level: attentively, appreciatively, and with a charming wink. The visuals are always accompanied by expressive product presentations: The central category of dresses shapes the campaign’s image – perfectly in tune with the season.

#### **Across all channels: A 360-degree campaign with high recognition value**

The campaign approach was developed in collaboration with the creative agency Wynken Blynken & Nod to bring the bonprix brand to life across all channels during the anniversary months. The focus is on media activities on German TV, online, and on social media, as well as in the out-of-home (OOH) sector – with the eye-catching placement of the birthday motifs at Hamburg Central Station starting in early May as a highlight. Across Germany, spring-themed out-of-home visuals featuring clothing will also be displayed nationwide. A dedicated landing page has been created to provide content celebrating the anniversary throughout the entire period. At the same time, targeted sales initiatives such as discount promotions and a contest will drive additional engagement and highlight the price appeal of bonprix products.

Throughout the campaign period, the anniversary will be supported by print initiatives featuring attractive offers aimed specifically at existing female customers.

Additional highlights include a limited-edition T-shirt collection and branded shipping boxes distributed across Europe. This extends the campaign experience right to the front door and creates further moments of surprise.

The “Celebrating 40 in Style” signet is featured throughout all marketing initiatives and appears on all of the brand’s own channels, such as the online store, the app, social media, and the catalog. “With the slogan ‘Celebrating 40 in Style,’ we are deliberately sending a message that reflects the attitude of our target audience: women over 40 who confidently and authentically forge their own path. At the same time, we’re combining this with our fashion expertise and making it clear that at bonprix, fashion isn’t just a product, but an expression of joie de vivre and individuality. The logo is the recognizable element and creates a unified look that puts our anniversary celebration and our positioning as a fashion partner for women front and center,” explains Daniel Krauß, Senior Brand Marketing Strategist and Campaign Lead at bonprix.

## **Communication Highlights: Film and Event in June**

In June, the anniversary campaign culminates in a short film featuring German celebrities and an event for influencers, media and customers in Hamburg. Both formats approach the campaign from new perspectives, convey its emotional message, and provide additional surprising inspiration. They were developed in collaboration with the agency Kemmler Kemmler, which is responsible for cultural marketing at bonprix.

## **40 Years of bonprix: Growth and Development**

Founded in Hamburg in May 1986, bonprix has evolved over the decades from a mail-order company into an internationally successful fashion brand. Today, the Otto Group company reaches millions of people in 16 European countries. “On the occasion of our anniversary, we are looking above all to the future,” says Nicolai Johannsen. “We want to continue developing the brand consistently and with the same passion as in the past 40 years, and remain close to the realities of our customers’ lives in the future as well. Because we develop fashion for them that accompanies their everyday lives and enables them to confidently express their own style.”

## 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](https://en.bonprix.de/corporate).

## Press downloads

Available at [www.bonprix.de/corporate/newsroom](https://www.bonprix.de/corporate/newsroom) and upon request (Copyright: bonprix)

## Press contact

bonprix Handelsgesellschaft mbH  
Katharina Schlensker: +49 (0)40 6462 2070  
Marleen Kort: +49 (0)40 6462 4053  
Maja Räger: +49 (0)40 6462 6121  
Email: [corporate@bonprix.net](mailto:corporate@bonprix.net)