

## Press Release

Hamburg, 2 October 2025

### **Pink October: bonprix once again commits to raising awareness for breast cancer prevention with a powerful campaign**

***'Feel ahead!'*** bonprix is addressing this appeal to women during International Breast Cancer Awareness Month in October as part of an awareness campaign – in collaboration with Brustkrebs Deutschland e. V. (German registered association for Breast Cancer). In addition to the core message ***'Feel ahead!'***, the campaign focuses on the image of a knotted bra. It symbolises the change that a diagnosis means for the lives of those affected. This makes targeted breast cancer screening all the more important: with the campaign and the simultaneous launch of its new Pink Collection, the fashion brand is once again raising awareness and reminding women to take a breast self-check into their own hands as part of their monthly routine.

Since 2017, bonprix has been consistently focusing its attention on the topic of early breast cancer detection in October – always alongside its partner Brustkrebs Deutschland e. V. (German registered association for Breast Cancer). On a specially created [landing page](#), bonprix provides valuable tips on self-examination and information about myths and facts surrounding breast cancer.

#### **Lingerie with a message: bonprix reaches women in their everyday lives**

“We address issues that are close to the hearts of our predominantly female customers – and to me personally,” says Carolin Klar, Managing Director Product, Sourcing & Corporate Responsibility at bonprix. “In this way, we show that we understand the realities of women's lives, take responsibility as a brand and want to make a difference. When it comes to the important issue of breast cancer screening, this means using our reach to reach as many people as possible and raise awareness.”

The campaign symbol is a disruptive visual: a bra in which one cup is knotted. The image encourages reflection and makes visible what begins invisibly and often grows unnoticed. Every year, around 75,000 women in Germany are diagnosed with breast cancer. Since in most cases the women themselves notice changes in their breasts, regular self-examination is an important part of early detection.

Coinciding with the campaign, bonprix is launching its new Pink Collection, bringing the importance of breast cancer awareness to its online shop and directly to its customers. This year's collection offers lingerie in a sensual fuchsia design. Soft styles such as bras and a striped flannel pyjamas ensure maximum comfort and a feeling of lightness.

## **Through their initiative, bonprix and Brustkrebs Deutschland e. V. are raising awareness of the importance of early breast cancer detection**

The campaign idea originated from the creative agency Wynken Blynken & Nod and was visually staged with photos and videos by Linda Ambrosius. The motif of the knotted bra and the accompanying appeal convey the importance of regular self-examination and medical check-ups. "With *"Feel ahead"*, we have created the 'bigger picture' that is intended to shake up the target group and motivate them to examine themselves regularly, " explains Malin Biernacki, Brand Marketing Manager at bonprix and responsible for the initiative. "Together with Wynken Blynken & Nod, we are getting to the heart of this important issue visually and with a strong claim."

Renate Haidinger, Chairwoman of Brustkrebs Deutschland e. V., emphasises how valuable strong partners with reach are in this endeavour: "The partnership with bonprix is a great asset for us. Thanks to their long-standing commitment, we reach many women every year through channels that we would not be able to tap into on our own. Working shoulder to shoulder, we are raising awareness of the importance of early breast cancer detection. We are very grateful for this." In addition to regular awareness campaigns, the fashion company donates a fixed amount to Brustkrebs Deutschland e. V. every year to support educational projects.

## **Addressing the target group via social media, in the online shop and on the landing page**

The campaign motif of the knotted bra, combined with the core message 'Feel ahead!', is used as an eye-catching key visual on Instagram, Facebook and Pinterest, as well as in European web shops. Bonprix emphasises the core message with varying, concise headlines such as "*You have more in your hands than you think. Feel whether your breasts have changed.*" Creative reels that stage the knotted bra in unusual settings, such as on an escalator, hanging from a flashing car or in a lift, send a strong, disruptive message on social media about the importance of breast cancer screening.

With this emotional and empathetic awareness campaign, bonprix is raising awareness of women's health and early detection in the digital space.

## 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 1.24 billion euros in Europe in the fiscal year 2024/2025, bonprix is among the strongest revenue-generating brand concepts of the Otto Group. Around 1,500 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

At [en.bonprix.de/corporate/newsroom](https://en.bonprix.de/corporate/newsroom) and on request (Copyright: bonprix / Campaign: Linda Ambrosius)

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