

Press release

Hamburg, 9 June 2026

## **Celebrating in Style: bonprix celebrates its 40th anniversary with employees and guests of the Otto Group**

40 years of bonprix: Following several weeks in which the international fashion company celebrated its milestone birthday together with its customers, the focus now turned to a special highlight – the internal anniversary celebration for employees at the headquarters in Hamburg.

Under the motto “Celebrating in Style”, more than 800 employees gathered to mark this milestone together and celebrate the past decades as well as the company’s successful development. The management team, along with selected guests and long-standing partners, also attended the event, including Petra Scharner-Wolff (Chair of the Executive Board of the Otto Group), Benjamin Otto (Chair of the Foundation Board and Shareholders’ Council) and Janina Lin Otto (Supervisory Board Member of the Otto Group and Chair of the Holistic Foundation).

The celebration reflected the aesthetic of the current 40th-anniversary campaign and brought the brand’s identity to life internally as well. Highlights of the evening included a fashion show featuring the latest bonprix styles, an exclusive preview of a new campaign film (to be released shortly), and various other highlights. “Our 40th anniversary is a very special moment for bonprix, especially for our employees, who shape the company day in, day out. Following the successful campaign weeks, it was important to us to celebrate this milestone together internally as well,” says Nicolai Johannsen, Chief Marketing Officer at bonprix.

In parallel with the event in Hamburg, the anniversary was also celebrated at international bonprix locations – all under the common motto “Celebrating in Style” and united by a shared spirit across national borders.

With the anniversary celebration, bonprix underlines the importance of its employees and the strong corporate culture that has formed the foundation of its success for 40 years.



*Caption: The bonprix management team together with guests from the Otto Group at the internal 40th-anniversary celebration in Hamburg under the motto “Celebrating in Style” (from left): Nicolai Johannsen, Matthias Wlaka, Carolin Klar, Petra Scharner-Wolff, Benjamin Otto, Janina Lin Otto and Kai Havekost*

## **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 [en.bonprix.de/corporate/newsroom](https://en.bonprix.de/corporate/newsroom) and upon request (Copyright: bonprix)

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