

Press Release

Łódź, 15 October 2025

Poland: bonprix will move regional office into the Nowa Fabryczna building in Łódź

bonprix, an international fashion company belonging to the Otto Group, will relocate its regional Polish office to the modern Nowa Fabryczna building in Łódź in the first quarter of 2026, occupying nearly 2,400 sqm of office space. The new, prestigious location is intended to support the company's development and strengthen its position on the Polish and international markets, continuing bonprix's 35-year presence in Łódź.

"We are very excited about the prospect of moving our office to Nowa Fabryczna. This modern space, designed with effective teamwork and employee comfort in mind, perfectly meets our needs for a successful future and an inspiring work environment. We believe that the new location in the heart of Łódź will allow us to pursue our business goals even more effectively and continue to build bonprix's strong market position," says Maja Biernacka, Managing Director of bonprix Sp. z o.o.

In the process of selecting the location, negotiating the lease terms and preparing the concept for the new space, bonprix was supported by Brookfield Partners, a consulting firm specialising in tenant representation and relocation projects.

"We are delighted to have been able to support bonprix in one of the key commercial space leasing processes in Łódź in recent years. It is an honour for us to be part of such a strategic project, which has a real impact on the development of bonprix's operations in Poland and on the local office property market. Thanks to our commitment and excellent cooperation, we have managed to develop solutions that will provide the company with flexible, comfortable and modern space for further development," says Katarzyna Stalmach, Senior Advisor at Brookfield Partners.

bonprix operational centre in Łódź

bonprix is an international fashion company serving approximately 10 million customers annually with webshops in 16 countries. The diverse product range includes women's clothing and accessories, men's and children's clothing, as well as selected home and living products.

In Poland, bonprix Sp. z o.o. employs specialists in a variety of areas, from product development and e-commerce, through marketing and customer service, to accounting and IT. The new bonprix office in Łódź will serve as an important operational centre and will support the company's further development on the Polish and foreign markets.

The choice of Łódź as the Polish-based bonprix location has proved to be a sound strategic decision. For years, the city has been strengthening its position as a dynamic business centre, offering favourable conditions for development, access to qualified staff and excellent infrastructure. bonprix Sp. z o.o. has been associated with Łódź for 35 years.

“I am delighted that bonprix is linking its future with the New Centre of Łódź. It is a space that shows how much our city has changed. It offers modern offices, good energy and proximity to everything that is important. On top of that, we have a huge advantage in the form of highly educated and committed employees. It is this mix that makes Łódź attractive to investors,” says Adam Pustelnik, First Deputy Mayor of Łódź.

Barrier-free Facility

Nowa Fabryczna, developed by the renowned medusa group studio, is the first office building constructed as part of the New Centre of Łódź project. The facility has LEED Gold certification and has been awarded the “Barrier-free Facility” distinction, making it a fully accessible place for parents with children, the elderly and people with disabilities. The location of the office building, in the immediate vicinity of the Łódź Fabryczna railway station, guarantees excellent transport links and a rich urban infrastructure.

“Nowa Fabryczna, located in the heart of the New Centre of Łódź, is the result of effective synergy between the city and business. The facility provides excellent working conditions — it offers flexible office space available for rent, high technical standards and sustainability certificates that meet the needs of modern organisations. The transaction with bonprix confirms not only the attractiveness of our building, but also the growing position of Łódź as a location for global business. We believe that bonprix will find an inspiring working environment here that will support the company's further evolution. Nowa Fabryczna is a good address — it is already being chosen by market leaders, and its potential continues to grow,” says Joanna Pałka, Asset Specialist at CBRE PM Landlord Services, who acts as the owner of the property on behalf of NIAM.

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

Press downloads

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