

Press Release

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bonprix launches lingerie campaign “Lingerie that suits your life” for women over 40

Lingerie is one of the most important product categories at bonprix. Every four seconds, a customer in Europe orders a bra from the fashion brand, which equates to around 7.7 million bras per year. With the current media campaign, which will run throughout Germany until the beginning of October 2025, bonprix is deliberately focussing on women aged 40 to 50 for the first time. The Hamburg-based company is thus opening a new chapter in its brand communication: In close collaboration with the creative agency Wynken Blynken & Nod, which has just been brought on board, it is making its sharpened and realigned brand attitude visible in its visual language and tonality.

bonprix gives her a stage: the woman over 40 who has arrived at herself on her journey through the challenges of life, free and self-determined, and wears what she really likes. In its current media campaign for the new lingerie collection, bonprix is responding to this serenity with a strong copy concept that creates potential for identification.

“Women in the middle of their lives are self-confident, authentic and desirable,” says Carolin Klar, Managing Director Product, Sourcing & Corporate Responsibility at bonprix. “We appeal to them with messages that combine this inner maturity and attractiveness, and offer them underwear that impresses with its style, comfort, fit, design and, last but not least, our extraordinary range of sizes. From small to large sizes, we give our customers the freedom to live out their personality and sensuality and feel good all round.”

Fashion with attitude: bonprix celebrates the self-confidence of its target group

Under the campaign umbrella “*Lingerie that suits your life.*” bonprix translates the style and self-confidence of women over 40 into a grown-up visual language. With bold claims such as “*Life is full of curves. Fortunately.*”, staged by a curvy model in elegant lingerie, bonprix creates real closeness. The campaign is accompanied by the 1990s earworm “*All I wanna do*” by Sheryl Crow, which melodically captures the zeitgeist of the target group – as a soundtrack for women who celebrate life and femininity.

Diversity with radiance: lingerie in many facets and sizes

The new lingerie collection impresses with variety at an attractive price. Whether soft lace, flattering shapewear or basics suitable for everyday wear, customers will find their new favourite pieces in the season’s trend colours such as intense blue, wine red, pink or black. All the lingerie pieces offer an optimum fit and individual support in various sizes. Some of the bra sizes range up to an I cup with variable underbust widths.

Full-funnel strategy with a signalling effect: visual highlights in urban spaces

The campaign will be played out in Germany – via TV, (digital) out-of-home, social media, online video, display advertising and influencer collaborations. The campaign is complemented by selected visual highlights, including a giant poster in Hamburg's Grindelallee, a media wall at Berlin's East Side Gallery and town fences in Leipzig and Dresden. In addition, bonprix is using the various campaign assets in its web shops, apps and catalogues across Europe.

Strong partners with a feel for target groups: new agency set-up for brand communication

The campaign marks the premiere of bonprix's collaboration with the creative agency Wynken Blynken & Nod and lays the foundation for the fashion brand's sharpened brand communication. The bonprix agency set-up is complemented by the newly engaged agency Kemmler Kemmler (Cultural Marketing) and the existing media agency Mediaplus. The campaign was produced by the Berlin-based production company doity.

"We are proud to realise a strong campaign with equally strong partners," says Lars Gerber, Vice President Brand Global at bonprix. "Wynken Blynken & Nod electrified us straight away with their deep understanding of the target group and our brand. We are correspondingly happy with this campaign launch and look forward to many more impulses that will arise from our new agency set-up."

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

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