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bonprix expands partner business: the brand's fashion complements the product range on deichmann.de

By partnering with the German online shop of DEICHMANN, bonprix is tapping into an additional digital sales channel outside the Otto Group while simultaneously expanding the fashion range available to DEICHMANN customers. Selected women's items from the fashion brand have been available on deichmann.de since 6 May 2026. Following a successful launch featuring a selection of basics and bestsellers, a traditional-style capsule collection for men and women, along with additional women's styles, is now also available.

The partnership with DEICHMANN is another component of bonprix's strategy to complement its own European online shops and apps with third-party touchpoints. Through this initiative, the fashion brand aims to increase its visibility, reach new potential customers, and establish its partner business as an additional pillar of its business model.

Shared target audience and complementary product ranges

"In DEICHMANN, we have gained a strategic partner that aligns perfectly with us thanks to its focus on fashion-conscious and price-conscious customers," states Dr. Nicolai Johannsen, Managing Director Marketing (CMO) at bonprix. "This collaboration enables us to showcase our products at new digital touchpoints and gain valuable insights for the further expansion of our partner business."

The two brands' product ranges complement each other well: customers visiting [deichmann.de](https://www.deichmann.de) gain access to an expanded selection of fashion items, while [bonprix](https://www.bonprix.de) secures another digital sales channel and, consequently, a new potential customer base.

"With bonprix, we have a partner that appeals to our customers with a diverse, fashionable, and affordably priced product range," explains Alexandra Ochsenkiel, Category Manager at DEICHMANN. "The successful launch in May encouraged us to further develop the collaboration – offering even greater variety in upcoming collections, ranging from contemporary everyday looks to styles for special occasions like the traditional Bavarian festival season."

Traditional-style capsule collection blends tradition with modern elegance

Since 12 August, customers have been able to shop for the latest bonprix traditional-style fashion on deichmann.de. The collection offers a contemporary reinterpretation of classic cuts, blending traditional elements with modern elegance.

Pastel shades such as light blue and blush pink, alongside deep reds and blues, add colour variety to the women's dirndls, while a mix of materials and textures creates a distinctive look. Highlights include velvet dirndl dresses that offer a festive look thanks to their premium feel and soft sheen, while also ensuring great comfort.

For men, the range includes, among other items, a classic sky-blue traditional shirt made of pure cotton with roll-up sleeves, as well as faux-leather shorts.

Further highlights are planned for autumn

In September, bonprix and DEICHMANN will continue their collaboration with a new women's collection. In Germany, deichmann.de is currently bonprix's second digital sales channel outside the Otto Group, alongside ABOUT YOU. The fashion brand also sells products via otto.de. The company is continuously evaluating additional potential partners and possible marketplace integrations.

About bonprix

With online shops in 16 European countries and additional B2B business in several markets, bonprix offers its predominantly female target group fashion at excellent value for money. Founded in 1986, the e-commerce company now reaches around 10 million active customers annually. With a turnover of €1.1 billion in Europe in the 2025/2026 financial year (1 March 2025 to 28 February 2026), bonprix is one of the Otto Group's highest-turnover brand concepts. Around 1,400 employees work at the Hamburg headquarters and at other locations in Poland, Italy and France.

The extensive range includes womenswear and accessories, complementary ranges for men and children, as well as selected home and lifestyle products. bonprix is known for its in-house fashion collections, available in a wide variety of sizes and styles, and for its ambitious commitment to sustainability.

Further information at: en.bonprix.de/corporate

About DEICHMANN

DEICHMANN SE, which is headquartered in Essen, Germany, was founded in 1913 and is still a wholly-owned family company. The corporate group is the European footwear retail market leader with operations in more than 30 countries worldwide. It employs about 50,000 people and operates approximately 4,700 stores and about 40 online shops. In addition to the DEICHMANN stores, the company owns Dosenbach, Ochsner Shoes and Ochsner Sport in Switzerland, vanHaren in the Netherlands and Belgium and Rack Room Shoes in the USA. It also owns the SNIPES Group with stores and online shops in Europe and the USA. For many decades, the company has been involved in a variety of social projects, for example through the DEICHMANN Foundation.

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