

New HANRO Store at Zurich Airport

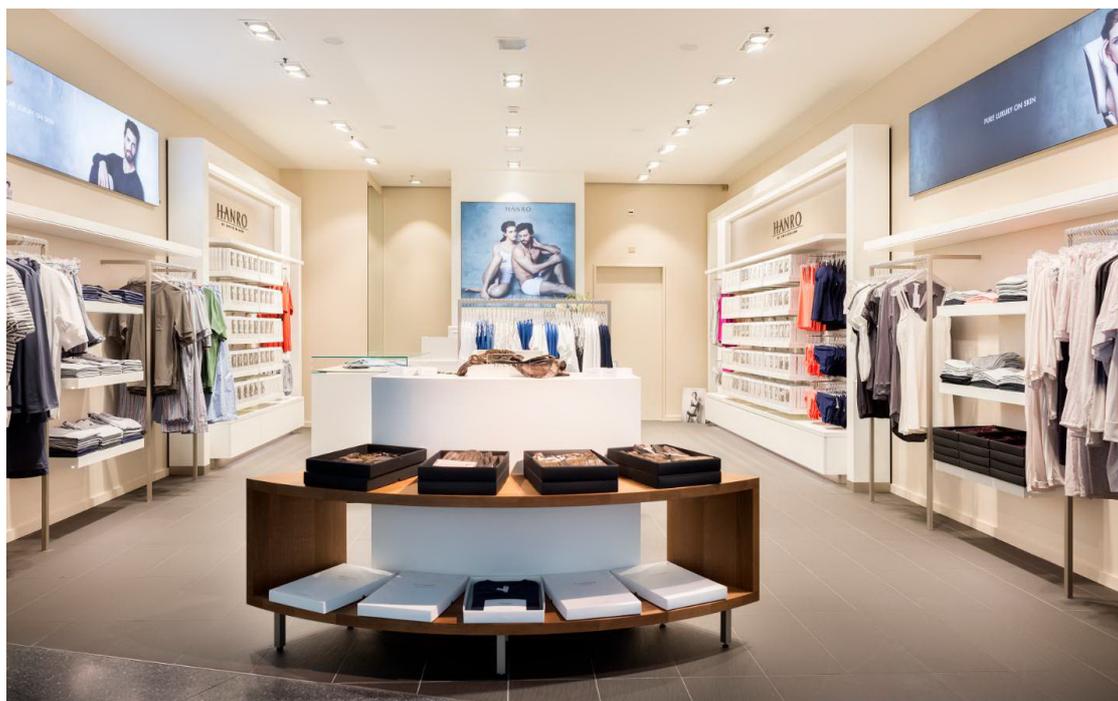
On March 30, 2017, HANRO has opened a new store at Zurich airport. It is also the first ever airport store of HANRO worldwide.

HANRO, one of the internationally leading producers of luxurious lingerie, nightwear and loungewear for women and men, just opened its very **first airport store ever** at Zurich airport in Switzerland. It is the **10th monobrand standalone boutique** of HANRO worldwide, and the second boutique in Switzerland after the recent opening of the HANRO Store at the prestigious winter sports destination of Gstaad beginning of March.

With more than 27 million passengers every year, Zurich airport is a lynchpin in international air traffic. Besides, the airport hosts the „Airside Center“, one of the largest shopping malls in Switzerland with especially long opening hours also at weekends.

The new HANRO Store is located at Airside Center Level 2, and is offering a vast selection of underwear, nightwear and loungewear for women and men on a 60 sqm sized sales floor.

HANRO CEO Stephan Hohmann comments on the store opening: „We see a huge potential in the travel retail business. The typical HANRO customer is a frequent traveler and is buying internationally. No matter if they travel to Zurich or just use the airport for transfers and connecting flights, now they can conveniently shop for new HANRO products directly at the airport. Choosing the location of Zurich in Switzerland, our country of origin, was a logical step for your very first airport store ever.“



HANRO Store Airside Center, Level 2, Zurich Airport (CH)

Apart from Zurich Airport, HANRO monobrand stores can be found in New York, London, Peking, Amsterdam, Rome, Munich, Vienna, Graz, and since recently also in the renowned Swiss village of Gstaad. Ever since the foundation in the Swiss town Liestal in 1884, Switzerland has been one of HANRO's most important markets worldwide.



COMPANY INFORMATION:

HANRO of Switzerland – Pure luxury on skin! HANRO is an international luxury brand for lingerie, daywear, nightwear and loungewear for ladies and men. Ever since it was founded in 1884 by Albert Handschin and Carl Ronus in Switzerland, the company has stood for Understated Luxury, natural elegance, and garments which are a pleasure and comfort to wear. HANRO products are marked by highest quality standards and excellent craftsmanship. The careful development of unique materials from natural fibers, ingenious designs and decades of tradition, combined with technical innovations, are what make HANRO such a distinctive brand. HANRO products are produced almost exclusively within Europe. In 1991, HANRO joined the Austrian Huber Group. Today, HANRO can be found at the most exclusive stores in almost 50 countries. www.hanro.com

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