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Nov 17, 2021 16:42 CET

BOGNER continues North American expansion and opens four new stores within four weeks

BOGNER, the original athluxury sports fashion brand, announced an expansion of its North America strategy by rolling out four new winter pop-up boutiques in four markets across the US and Canada this month. The pop-up stores will be located on New York's Madison Avenue, at Greenwich Avenue in Greenwich, CT, at Chicago's Oakbrook Center and on Bloor Street in Toronto. Based on the success of the first cooperation in 2020, the Munich-based brand chose to partner again with next-gen retail platform,

FlagshipRTL (“Flagship”) to implement the store openings.

BOGNER’s multi-store permeation across two countries demonstrates the brand’s forward-thinking go-to-market strategy – while the digitalization and expansion of the BOGNER online business is in full swing, delivering personal onsite retail experiences to both new and existing customers is the perfect addition.

Already more than a year ago, BOGNER’s penchant for creating compelling in-person experiences for its customers led the company to begin testing markets in North America, e.g. in one of the most sought-after shopping districts in Toronto, Mink Mile.

Heinz Hackl, BOGNER Co-CEO comments: “We are actively scaling BOGNER’s footprint in the US and Canadian markets and were able to efficiently test these in 2020. Now, we can act on that invaluable data to scale further, faster, and smarter. We are looking forward to the new season, this time with four exclusive winter boutiques and again with Flagship as a strong partner by our side.”

“BOGNER is the perfect example of a savvy luxury retailer that is leveraging the power of physical retail to sustainably acquire new customers and drive long-term brand loyalty,” said Flagship Co-Founder and CEO Justin Abrams. “We’re beyond thrilled to extend our partnership together and are eager to use the intelligence gleaned from our initial collaboration to aid their expansion in a smart, data-driven, and profitable way.”

For almost 90 years now, BOGNER has stood for effortless elegance on the slopes and off. Maria Bogner created the unique concept of the BOGNER brand in the 1950s: a perfect symbiosis of sports and fashion. In line with this vision, the BOGNER Fall/Winter 2021 collection offers an incomparable mix of chic, sportive, timeless and technical. Iconic down jackets, stylish catsuits, luxurious knitwear and stirrup pants in elegant colors are combined with casual sportswear pieces – staying true to the motto: Athluxury Sports Fashion.

The BOGNER Winter Pop-Up Boutiques will each open by the start of November and will be shoppable throughout the season into 2022. For store hours or for more information, please visit: bogner.com and bognercanada.com.

About BOGNER

BOGNER, based in Munich, is an internationally successful lifestyle company and the leading provider of exclusive sports fashion, luxurious sportswear and designer fashion. The company appears in over 50 countries with the BOGNER (Woman, Man, Sport, Kids) and FIRE+ICE brands as well as licences. The company, which has existed since 1932, is led by Heinz Hackl and Gerrit Schneider, owner is Willy Bogner represented by trustee Arndt Geiwitz.

bogner.com

IG: @bogner.official

About Flagship

Flagship was founded around the idea of helping brands more efficiently find and retain new customers through a data-driven approach to physical retail. The company's tech-based platform serves as a turnkey testing platform, helping retailers intelligently mitigate risk and manage the entire lifecycle of locating and launching high-performance stores. The company currently powers retail stores in 15+ markets across The US & Canada, and has partnered with brands including Omega, Fresh Cosmetics, Bonpoint, BOGNER, Proenza Schouler, Maison Kitsune, and more.

www.flagshiprtl.com

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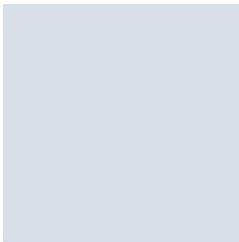
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