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Frankfurt Airport Unveils Shopping Experience for Terminal 3: “The Art of Retail in the Heart of Europe”



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“The Art of Retail in the Heart of Europe”

A convincing retail mix with a strong customer focus and unique signature that delights visitors – Terminal 3 boasts 64 retail units on total space of 12,000 square meters

FRA/gk – The new Terminal 3 at Frankfurt Airport will have 12,000 square meters of retail space. Fraport, the airport’s operator, is now announcing the concessionaires for the 64 retail and service units that will begin operating in the spring of 2026. True to the vision of “the art of retail in the heart of Europe,” the retail mix will reflect the airport’s importance as a major international air traffic hub. Passengers can look forward to an innovative, customer-oriented, esthetically satisfying shopping experience.

Anke Giesen, the Fraport Executive Board member responsible for retail and real estate, says: “Having successfully concluded the marketing phase, we’re looking forward to a great retail mix that meets the needs of both passengers and employees. In addition, we’re committed to working with our concessionaires to create amazing concepts that delight the target groups. This is our vision for the retail experience at Frankfurt Airport, and we’re going to continue implementing it in an architecturally spectacular setting in Terminal 3.”

The marketplace as the centerpiece

The plans for the retail offering in Frankfurt Airport’s third terminal focus on the international transit zone. Fifteen retail outlets surround the central marketplace. A bar and two food courts with seating for nearly a thousand people beneath the futuristically designed ceiling invite passengers to spend time relaxing and enjoying themselves.

Frankfurt Airport Retail GmbH (FAR for short), a joint venture of Fraport and Gebr. Heinemann, operates all of the Duty Free and Travel Value shops at Frankfurt Airport. With the opening of Terminal 3, their number will increase from four to a total of 23.

The FAR joint venture has also recruited, on an exclusive basis, the Boss fashion label and Montblanc with its high-quality leather goods and writing utensils, for the new terminal. FAR is also bringing Gatezero to Frankfurt, its debut at a German airport. In this young, international, lifestyle-inspired concept store, travelers immerse themselves in an inspiring world of the latest trends in the luxury and street culture categories. The regularly changing selection ranges from fashions and accessories all the way to technical gadgets.

Long-term collaboration continuing in Terminal 3

"The offering in our new terminal combines innovativeness with continuity," explains Giesen. "We're proud to host returning brands and extend the scope of our collaborations, some of which have been ongoing for many years. This shows just how greatly the travel retail sector values Frankfurt Airport. We have a long history of cultivating close, trusting cooperation with our concessionaires, supporting and promoting the evolution of their business models by jointly developing new ideas and working closely as a team, also in challenging times. This approach pays off, which is evident in the fact that so many well-known brands have renewed their commitment to our location."

Capi Electronics is yet another longtime concessionaire that has decided to expand its business at Frankfurt Airport. This market leader in the airport retail sector is inaugurating two more shops in Terminal 3.

Christ is also expanding its presence at Frankfurt Airport with a shop selling high-quality jewelry and artistically designed watches at the heart of Terminal 3.

Sunglass Hut, Tumi and Longchamp – all of which are well-established at Frankfurt Airport – are also bolstering the retail mix in Terminal 3 with their product portfolios, which range from premium sunglasses across purses and travel luggage all the way to fashion accessories.

Following a long break, Victoria's Secret is celebrating a comeback with an exclusive selection of lingerie, the brand's trademark fragrances, body care products and accessories. The shop's design communicates this label's new international concept with a modern interpretation of elegance. The store will be operated by Setur GmbH, a global player in the travel retail business.

Giesen adds: "The new terminal building, with its urban chic, is an outstanding setting for presenting these brands and concepts. During the selection process, we went out of our way to ensure that our concessionaires present themselves here with unique designs and unmistakable accents. Passengers will fondly remember the shopping experience in Terminal 3 for a long time to come."

Distinctive, unique and intentionally "typically German"

The Falke brand has also been present at Frankfurt Airport for 12 years, and is now about to extend its success story to Terminal 3. It sells a collection of stockings and selected apparel for the whole family to use in everyday life and while exercising. Like Montblanc, Falke – as an "authentic European brand" – blends German traditions with a high international standard of quality and esthetics.

"Our retail landscape reflects the outstanding connectivity and internationality of Frankfurt Airport as a global air traffic hub," states Giesen. "At the same time, we attach great importance to ensuring a unique shopping experience that reflects the local culture. We're therefore also making room for concepts that are traditionally at home here. In the new Terminal 3, we're going to showcase our modern interpretations of 'typically German' and 'typically European'. We're at home here: at the heart of Hesse, Germany and Europe. And we're actively emphasizing this."

It's in this special context that the shops "Germany On My Mind" and "Germany's Selection", both of which belong to the Wöllhaf group, play a role. In a warm, bright and welcoming ambiance, Germany On My Mind offers well-known German products and workmanship in the categories of souvenirs, food, accessories, design and lifestyle, plus a range of high-value, emotionally appealing products for children. It's fun to explore the carefully arranged and lovingly presented merchandise, which keeps the memory of visiting the shop alive – for passengers or for their loved ones at home. Supplementing this souvenir concept in the central marketplace, Wöllhaf is also offering a similar range of products in a Germany's Selection shop in Pier J.

Financial services and tax refunds

The Change Group is debuting as a new provider at Frankfurt Airport, where it will operate a total of five outlets and 12 ATMs in Terminal 3. Under the Prosegur Change brand name, its services include exchanging more than 50 currencies, international money transfers, a travel money online service, and tax refunds. Global Blue also provides a tax refund service at two locations in the terminal.

Public area geared to arriving and departing passengers

Two of the six convenience stores, located in the publicly accessible part of Terminal 3, belong to the Relay chain owned by Lagardère. Relay provides travelers with snacks, beverages, books and periodicals, and travel articles.

Lagardère also operates two food areas in the arrivals hall. There are also two restaurants in the departures hall that are run by Avolta. In January, Fraport announced its [cooperation with Lagardère and Avolta in the 22 food outlets](#) of FRA's new Terminal 3, which is located in the south of the airport.

Six car rental companies – Avis/Budget, Enterprise, Europcar, Hertz, Sixt and Wheego – will have counters in Terminal 3's arrivals hall.

REWE To Go, a self-service supermarket concept operated by Lekkerland, will roll out the same self-service concept in Terminal 3 that it is already operating in the arrivals hall of Terminal 1.

You'll find detailed information on food and retail partners, concepts, site plans, images and visualizations in the [press folder on Terminal 3's retail offerings](#).

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Marketplace in the international transit zone of Terminal 3 at Frankfurt Airport, image source: Fraport AG



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