

## Our concept



## Welcome to the Center of Purchasing Power.

Frankfurt Airport is a fascinating world: a microcosm that moves and inspires people in diverse ways. Every day it is a magnet for some 135,000 air passengers, 70,000 workers, and tens of thousands of visitors, meeters and greeters. It's a place where wishes, brands and products come together to generate extraordinary purchasing power. And this is where our ideas come into play for turning guests with money in their pockets into avid consumers. They involve demand-oriented project management that strives for an optimum, attractive retail mix right from the stages of designing marketplaces and choosing tenants. Our shopping areas coincide with footfall-intensive arteries and focal points, making them ideal venues for uniting supply and demand. As a result, this heavily frequented site is a premium address for retailers, practically guaranteeing them above-average sales. For example, in early 2006 the "HUGO BOSS" store became the company's most successful airport outlet. Welcome to a world full of feeling and inspiration that transcends the conventional standards of the retail business. Welcome to a city that is constantly enhancing its attractiveness and opening up fresh latitude for new visions through innovative modernization and generous expansion.

- Retail experts ([http://www.airportcity-frankfurt.com/cms/default/rubrik/10/10022.retail\\_experts.htm](http://www.airportcity-frankfurt.com/cms/default/rubrik/10/10022.retail_experts.htm))
- Our services ([http://www.airportcity-frankfurt.com/cms/default/rubrik/10/10023.our\\_offerings.htm](http://www.airportcity-frankfurt.com/cms/default/rubrik/10/10023.our_offerings.htm))
- Retail mix ([http://www.airportcity-frankfurt.com/cms/default/rubrik/10/10024.industry\\_mix.htm](http://www.airportcity-frankfurt.com/cms/default/rubrik/10/10024.industry_mix.htm))