

## Kadewe Group launches signature fragrances for its premium stores in Berlin, Hamburg and Munich



- 030, 040 and 089 honor the Kadewe store in Berlin, Alsterhaus in Hamburg and Oberpollinger in Munich
- The limited edition fragrances were created by Berlin fragrance house Frau Tonis Parfum
- The launch reflects the new trends towards Heritage and Patriotism

### Demonstrate your love for your city with a signature fragrance

According to Mintel Trend, Patriot Games, our feelings of national identity are being subject to major flux and the psychological and economic impact of this is having large-scale consequences on how we think of our cultural identity and how we relate to global, national and local products. Feelings of patriotism and nationalistic pride are coming under threat and are in danger of being diluted. This is creating a counter-trend whereby consumers actively seek to reassert their belief in – and support of – their homeland through their consumer choices.

Fragrance shoppers in Germany can now demonstrate their pride in their home cities thanks to Kadewe, Alsterhaus and Oberpollinger launching three signature scents. These are three of Germany's best-known luxury department stores and each one is an integral part of its city's civic history.

### History of Kadewe

Berlin's Kadewe was founded by Adolf Jandorf, owner of the Jandorf chain of department stores. The store first opened its doors in 1907; with some 60,000 sq m of retail space it is considered the biggest department store on the European continent. Alsterhaus in Hamburg was founded in 1912 by Hermann Tietz of the now defunct Hertie store chain, whilst the roots of Oberpollinger in Munich go back to 1905.

Oberpollinger initially belonged to the Hamburg merchant family Emden. In 1927 Rudolph Karstadt - founder of the Karstadt chain which still exists today - took over Oberpollinger and Kadewe. In 1994 the Karstadt chain acquired Alsterhaus and in 2006 the three premium houses were split off from the remaining Karstadt stores to form a new store division. In late 2013 the premium division, now renamed Kadewe Group, was acquired by Austrian investor René Benko.

Benko's Sigma group has announced that it will reposition Kadewe Group, creating a common visual identity for all three houses whilst retaining the stores' individuality. And one of the steps in this marketing strategy is the launch of the Edition fragrances range.





### The cities' personalities

Kadewe Group commissioned Berlin-based fragrance house Frau Tonis Parfum to create the fragrances. The perfumes capture the unique vibe of the cities of Munich, Hamburg and Berlin.

The three cities are very different. The South German city of Munich, capital of Bavaria, is rich, well-established, conservative and ever so slightly snobbish. Hamburg, located in the North of Germany, is the country's biggest port city. Thanks to a rich merchant tradition, Hamburg is well-off, elegant and understated and locals are considered to be stand-offish. Unlike the divided frontier city Berlin, Munich and Hamburg retained their urban identity throughout the turbulent German and European history of the 20th century.

Germany's capital, on the other hand, was divided by the Cold War until 1989, so the modern history of the city is still young. Berlin is trend-driven, international, outspoken and perpetually changing, with a very strong left-radical and anarchistic bias. With high unemployment figures, it is also one of Germany's poorer cities.

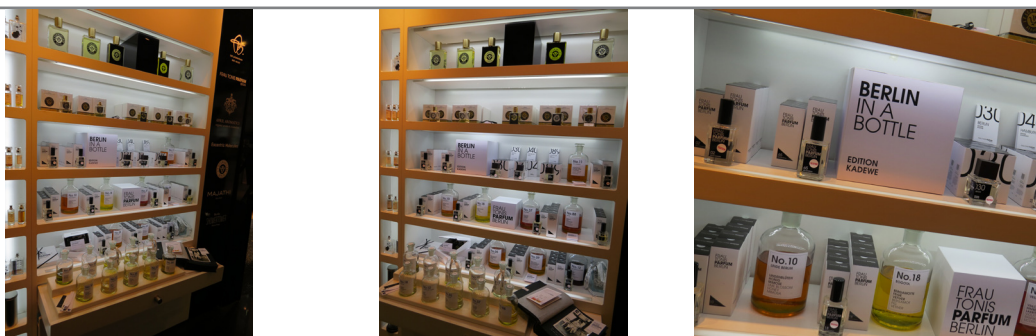
Berlin, Hamburg and Munich are Germany's three largest cities. Located in very different parts of the country, with unique urban histories, dialects and mentalities there is a certain friendly - and sometimes not so friendly - rivalry between the three cities. The locals of Berlin, Hamburg and Munich are proud of their cities and anything to do with them.



### The fragrances

Accordingly, the olfactory portraits of the three cities are very different. The Munich fragrance opens with bergamot, opulent white tea and rose blossoms, tempered by fresh coriander, amber and musk. Hamburg is characterized by cool, under-stated maritime notes contrasting spicy mint with aromatic sandalwood and sophisticated iris blossom. The third fragrance, Berlin, is an exuberant zesty concoction combining notes of bergamot and citrus with a soft heart of water lily and a base of aromatic cedarwood and cardamom.

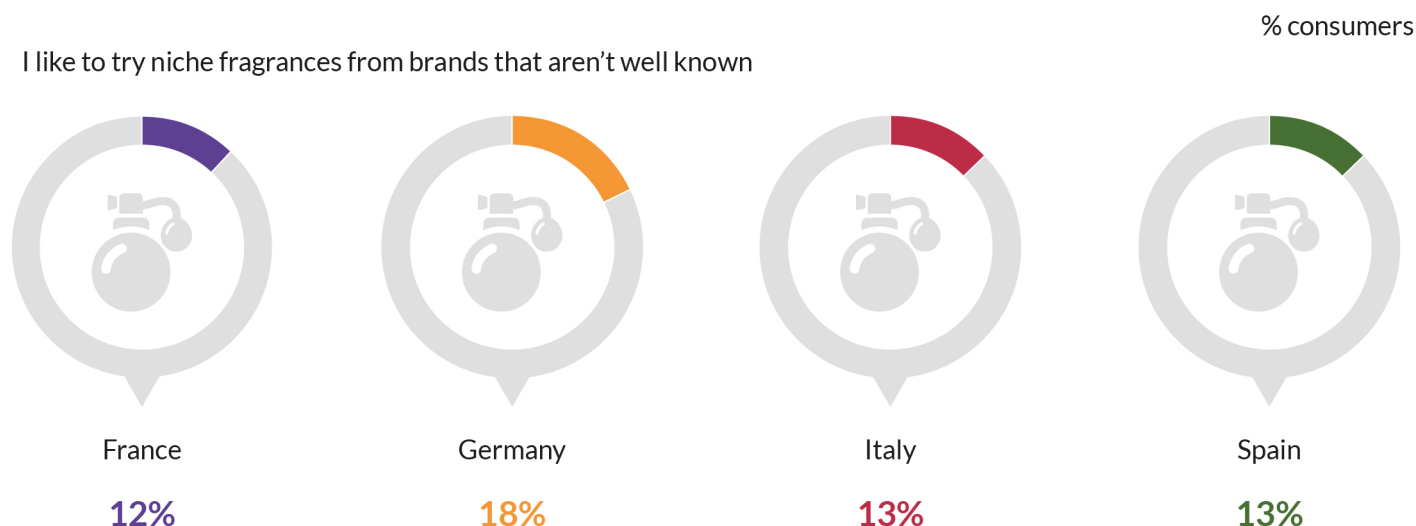
Priced at €65 for 50ml EDP, the packaging of the Edition fragrances is simple and stylish black-and-white, marked with the telephone prefix of the three cities - 030 for Berlin, 040 for Hamburg and 089 for Munich. The perfumes are only available in the three department stores and through the online store of the Kadewe Group.



In the Kadewe beauty department, the Edition fragrances are displayed right in the middle of the fragrances section, in a special shelf together with other German niche and premium fragrance labels such as biehl.Parfumkunstwerke, April Aromatics and J.F. Schwarzlose & Söhne.

Rather than the typical private label scent offering, these fragrances are positioned more as 'celebrity' scents that reflect the personalities of each store and its city. As Mintel's consumer research shows, German consumers are more interested in celebrity scents than other Europeans and are also more interested in niche or less well-known scents. Some 26% of fragrance shoppers buy scent from department stores, which all suggest a receptive audience for these department store perfumes. There is also no age bias in German fragrance shoppers' interest in niche scents, suggesting widespread appeal to department store scent shoppers of all ages (See Figure 1).

**Figure 1:** France, Germany, Italy & Spain, attitudes towards buying fragrance, 2012



Base: internet users 16+ who use fragrances and fragranced toiletries (France 976; Germany 986; Italy 994; Spain 989)

Source: Lightspeed GMI/ Mintel

**Figure 2:** France, Germany, Italy & Spain, attitudes towards buying celebrity fragrance, 2013

% consumers	France	Germany	Italy	Spain
I would consider buying a celebrity-branded fragrance as a gift (eg Britney Spears)	7	16	9	11
I would consider buying a celebrity-branded fragrance for myself (eg Britney Spears)	6	12	7	7

Base: internet users 16+ who use fragrances and fragranced toiletries (France 976; Germany 986; Italy 994; Spain 989)

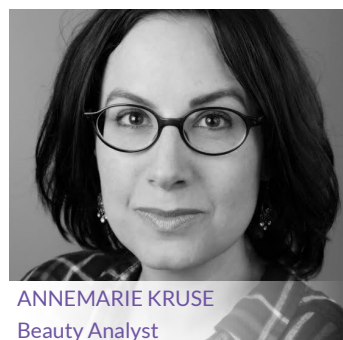
Source: Lightspeed GMI/ Mintel

**Figure 3:** Germany, attitudes towards buying celebrity fragrances, by gender and age 2013

% consumers	I would consider buying a celebrity-branded fragrance as a gift (eg Britney Spears)	I would consider buying a celebrity-branded fragrance for myself (eg Britney Spears)
<b>All</b>	16	12
<b>Gender:</b>		
Male	17	8
Female	16	15
<b>Age:</b>		
16-24	24	16
25-34	20	20
35-44	17	15
45-54	15	8
55+	10	

Base: 986 internet users 16+ who use fragrances and fragranced toiletries

Source: Lightspeed GMI/ Mintel



## THE ANALYST'S VIEW

- The Edition fragrances launch reflects the cities inhabitants' civic pride. It is also a twist on the current patriotism marketing trend. In today's globalised world with its growing political uncertainty, the connection to a geographic place - the heritage of things - is becoming increasingly important for many people.
- Berlin, Hamburg and Munich are also amongst the most popular holiday destinations for national and international tourists and Kadewe, Alsterhaus and Oberpollinger are tourist attractions in their own right. Kadewe especially is visited by thousands of tourists every month and the store even offers guided tours.
- The Analyst's View Bullets Berlin, Hamburg and Munich are also amongst the most popular holiday destinations for national and international tourists and Kadewe, Alsterhaus and Oberpollinger are tourist attractions in their own right. Kadewe especially is visited by thousands of tourists every month and the store even offers guided tours.



Annemarie Kruse has been researching and writing about the German cosmetics industry for nearly ten years. Annie is based in the exciting city of Berlin, where she keeps a keen eye on the latest retail developments and cultural events. A talented photographer and writer, Annie has contributed to Cosmetics International, European Cosmetic News and Soap, Perfumery & Cosmetics

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