BABOR Introduces New Head of Gondola Design at Key European Airports: Spotlight for Body & Soul Lines & Matching Fragrances

BABOR is launching a new Head of Gondola (HOG) design in travel retail. The new displays are now live at Berlin, Hamburg, Frankfurt, Oslo and Antalya airports.

The new HOG design has a cozy look: Warm materials and colors create a calm, almost festive moment in the airport environment, so travelers are invited to pause, discover and try products. The focus is on BABOR's body care and brand-new matching fragrances. The Body & Soul range comprises three lines: Grounding, Agathist and Emberean, each with a signature scent. The synergy of soothing aromas and care ingredients makes the Soul & Body range a soothing travel companion.

"With the new Head of Gondola design, we bring BABOR Body &Soul to travelers in a warm and inviting setting," says Lara Schlüter, Director Travel Retail at BABOR. "The new display is perfect for the holiday season. It gives travel retail shoppers an attractive gift offer that introduces them or their loved ones to BABOR."

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