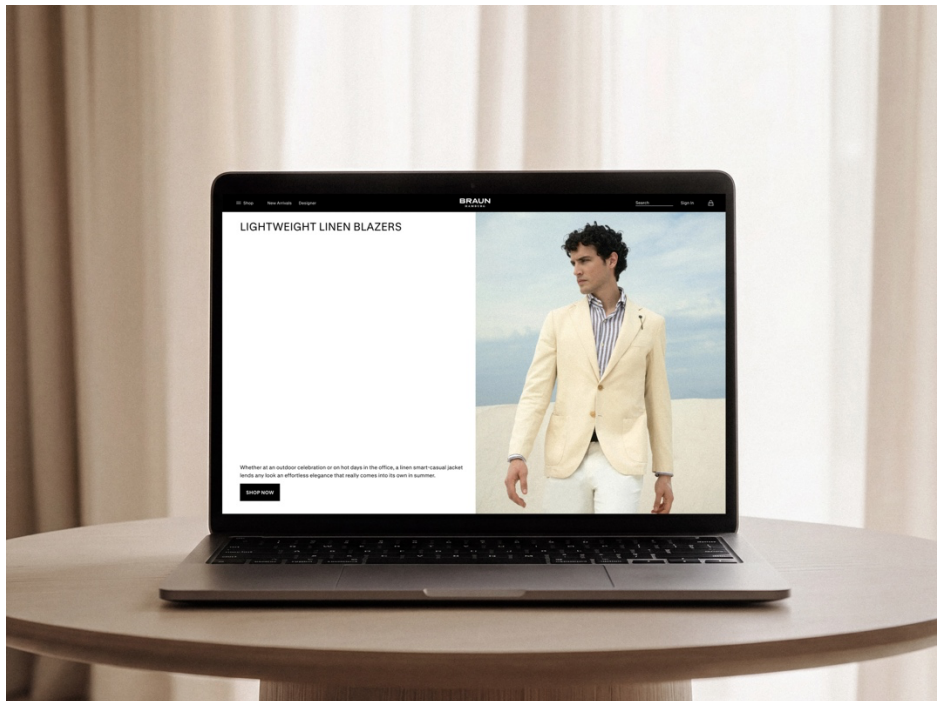


BRAUN Hamburg strengthens its digital positioning with a new online store

An online shopping experience of the highest standard: with enhanced brand storytelling, even more intuitive user experience and inspiring content.



Hamburg, 16 June 2026 – Luxury menswear retailer BRAUN Hamburg has launched its new online store together with e-commerce agency Y1, further advancing its multichannel strategy.

Featuring a completely redesigned visual identity, more intuitive navigation and a stronger focus on inspirational content, the new website further elevates BRAUN Hamburg's online presence and transforms shopping into a digital experience centred around inspiration, curation and premium brand presentation.

With its refined structure, the new design places the essentials at the forefront: inspiring content and a carefully curated selection of international designers. Generous imagery and video content, paired with reduced typography and an intuitive page structure, provide clear orientation while encouraging discovery and engagement.

“Our ambition is to be one of Europe’s leading destinations for luxury menswear – both in our physical stores and online. With this relaunch, we have taken an important step towards fulfilling that ambition while setting new standards for an exceptional customer journey,” says CEO Lars Braun.

With the launch of its online shop in 2009, BRAUN Hamburg was among the pioneers of online luxury retail. The subsequent relaunches in 2013 and 2020 laid the foundation for the company’s digital presence as it stands today.

A key element of the relaunch is the stronger integration of content and commerce. Formats such as the in-house EDITION magazine, seasonal campaigns and selected brand worlds are prominently showcased through imagery and video, creating a seamless transition between inspiration and shopping. Established luxury labels such as Brunello Cucinelli, Tom Ford and Santoni are given greater scope to present their collections, alongside carefully selected emerging brands. At the same time, the optimised navigation enables faster orientation across categories, products and style worlds. The new online store has also been designed with future retail media and content integrations in mind, providing brand partners with a premium platform within a carefully curated environment.

Technologically, the new online store is built on the Hyvä frontend and the proven Magento 2 platform, creating a modern foundation for a contemporary digital brand experience. The result is a high-performance platform that combines the visual clarity of the BRAUN Hamburg brand with a modern user experience, with editorial content even more closely integrated. Customisable product overviews, enhanced mobile product discovery and the new Quick Buy function contribute to a more intuitive customer journey. These are complemented by personalised features that allow users to save their favourite designers and discover product selections tailored to their preferences.

“Together with BRAUN Hamburg, we have created a digital platform that translates the brand’s aspirations into a contemporary and premium user experience,” says Sebastian Wohlrapp, CEO of Y1. “The result combines brand presentation, orientation and flexibility in a way that sustainably strengthens the company’s online presence.”

Balancing a high degree of automation with the flexibility required for content management presented a particular challenge. To address this, Y1 developed its own Magento staging system and, in combination with a powerful CMS, established a bespoke e-commerce solution tailored specifically to this business case.

For further information or interview requests, please contact:

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About BRAUN Hamburg

As an international luxury menswear retailer, BRAUN Hamburg offers leading brands such as Brunello Cucinelli, Santoni, Tom Ford and Canada Goose alongside carefully selected emerging labels. Managed by CEO Lars Braun as a third-generation family business, the company has stood for more than 90 years for Hanseatic values such as integrity, reliability and uncompromising quality.

With three stores in the heart of Hamburg and a strong digital presence, BRAUN Hamburg is one of the leading destinations for luxury and premium menswear in the German-speaking market. The company has received the Red Dot Design Award for the design quality of its digital presence. Through its close relationships with premium manufacturers around the world, the family-owned company is part of an exclusive global network. Each season, the buying team led by Lars Braun curates highlights from the world's finest designer collections, complemented by promising new brands.

In addition to curated print publications for selected occasions, BRAUN Hamburg publishes its own editorial magazine, EDITION, which is distributed through its own channels and selected newsagents.

For more information, visit www.braun-hamburg.com.

About Y1

Y1 Digital AG provides holistic digital solutions for e-commerce, ranging from digital branding and design to UX/UI, development, cloud services, digital marketing and strategic consulting. Headquartered in Stuttgart, the agency also has offices in Berlin and Munich, as well as branches in Switzerland and Austria.

For more information, visit www.y1.de.