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The Listener

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A HOMAGE FOR THE STORIES WAITING TO BE TOLD



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N°.002

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PHILOSOPHY

Endless amounts of mails, chats, tweets and posts, but hardly any actual conversations, let alone content. We are living in a time of more talking than listening – we are constantly in a hurry, only hearing what we want to hear and listening less and less to ourselves. The Listener is counteracting this by pricking up its ears and embarking on a search for brands and stories that move people.

Being a good listener is an art: reserved, but always interested, ready to ask questions and to learn, able to filter and interpret information. The Listener is taking on this challenge by being more than just a store where customers can stock up their wardrobes with new garments.

The Listener is tackling ever-growing anonymity and cultivating a new way of shopping that sparks enthusiasm, recognises needs and encourages people to pause for a moment.

The market is inundated with products, yet no one can find what they really need anymore.

The Listener selects and focuses on honest, traditional companies that communicate a reality of bygone days. The Listener is listening to what young brands have to say. Brands that have exciting stories from unconventional niches to tell.

The Listener is synonymous with intelligent brands that stand out with their quality, timelessness and high standards on design and workmanship. Direct communication helps people and products to move forward. After all, only the really important moments in life happen as a result of social interaction.

The Listener represents interaction and a change in perspective sometimes the customer is the listener, sometimes the sales assistant. The Listener will become an auditorium for workshops, discussion panels and product presentations. It will provide food for thought and reveal new paths and possibilities.

»The Listener«: two ears, one mouth, multiple realities.



LOCATION

»FRANKFURT IS THE CITY WITH GERMANY'S HIGHEST DENSITY OF MUSEUMS
AND LARGEST AIRPORT.«

The Listener is part of MA*, a new hub of the metropolis scene and location for ten exclusive retailers in the heart of Frankfurt's city centre. Located parallel to the Zeil, the city's main shopping street, MA* forms the prominent epicentre of Neustadt, which is known as Frankfurt's fashion district. Anyone searching for unique clothing beyond the mainstream will find what they're looking for here.

With a modern yet rustic and timeless interior, The Listener fits perfectly into the image of its overall ensemble. Wood, patterned cement tiles and steel elements contribute to the clear-cut yet warm ambience of the 600-square-metre store. An impressive denim wall, shelf systems hanging on ropes, copper-coated presentation counters and versatile product modules are making statements when it comes to the shopping experience and store design.





CONCEPT

The Listener bridges the gap between fashion boutiques and denim stores and is reinterpreting denim expertise in a completely new way. The individual product selection and comprehensive services like personal shopping consultation and the denim repair service are setting standards on an international level.

The portfolio of The Listener is defined by quality, timelessness and individuality. The focus is on authentic jeans concepts with a history, the latest must-have brands, as well as newcomers who present denim in an interesting and authentic way and who add an air of timelessness to fashion trends. Exclusive niche products for ladies and men, as well as cool casual brands with high standards regarding design and production, complete the offer.



The brains behind The Listener are Anna Pflaum and Michael Munz. Both have worked in the textile industry for many years. Anna is partner of Brandpool - the distribution agency is one of the most important in Europe. Here she is responsible for scouting new brands and styles. Having learned and worked at Anson's for eight years, Michael stands for deep knowledge in retail and store management.

The Listener combines the expertise of the two as well as their team and reflects their tastes, their networks and their philosophy of life. A place for exchanging ideas and meeting exceptional people is being created.

BRANDS

THE LISTENER STANDS FOR A HAND-PICKED SELECTION OF INTELLIGENT BRANDS
WITH ASPIRATIONS THAT GO BEYOND SIMPLY FOLLOWING THE ZEITGEIST.

»Adidas« / »AG« / »Alden« / »Ami« / »A Kind of Guise« / »Aesop« / »Ancient Greek« / »A.P.C.«
»Arcteryx« / »Atelier Heschung« / »Barbour« / »Birkenstock« / »Blk Denim« / »Brooks«
»By Marlene Birger« / »Canada Goose« / »Citizens of Humanity« / »Comme des Garçons«
»Current Elliott« / »Deus« / »Edwin« / »Elisabeth & James« / »Equipment« / »Filling Pieces« / »Filson«
»Fornasetti Profummi« / »Gitman Vintage« / »Golden Goose« / »Grenson« / »Harris Wharf« / »IRO«
»J-Brand« / »James Perse« / »Joseph« / »Kenzo« / »Linda Farrow« / »LalaBerlin« / »MADetLEN«
»Majestic« / »Maria Black« / »Marni« / »Masterpiece« / »McQ by Alexander McQueen«
»Momotaro Jeans« / »Mother« / »Nanamica« / »Natural Selection Denim« / »Nike« / »Nudie Jeans«
»Officine Creative« / »Opening Ceremony« / »Our Legacy« / »Paige« / »Patagonia« / »Paul Smith Black«
»PB0110« / »Pendleton« / »Roberto Collina« / »Sonia by Sonia Rykiel« / »Sophie Hulme« / »Stone Island«
»The Last Conspiracy« / »Viberg« / »Vic Matie« / »Visvim« / »Wolverine 1000 Mile« / »Wood Wood«
»Woolrich« / »Y-3« / and many more...











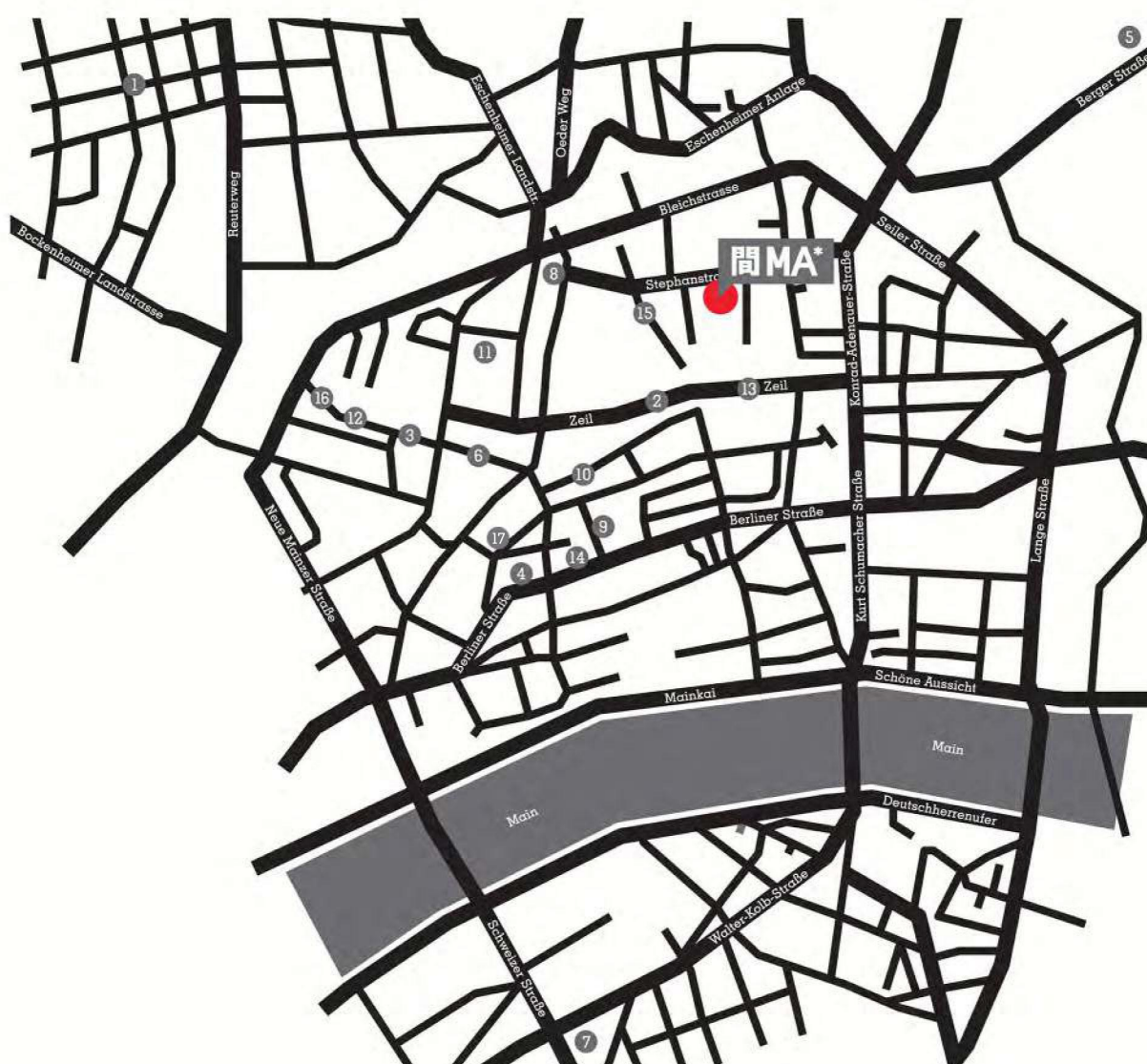
PEOPLE

The Listener is driven by people in motion, always striving to celebrate the unique and to constantly improve themselves. Our competent team is flexible, spontaneous and always open to criticism and new ideas. See for yourself!





FASHION STORES CITY



- »01« / 58's by Heidt / Kronberger Straße 19 / 60323 FfM
- »02« / Ansons / Zeil 106 / 60313 FfM
- »03« / August Pfüller / Goethestraße 12 / 60313 FfM
- »04« / B74 / Berliner Straße 74 / 60311 FfM
- »05« / Bailly Diehl / Berger Straße 51 / 60316 FfM
- »06« / Bailly Diehl / Steinweg 8 / 60313 FfM
- »07« / Bailly Diehl / Schweizer Straße 41 / 60594 FfM
- »08« / Brauneis / Große Eschenheimer Str. 43 / 60313 FfM
- »09« / Escape Futura / Sandgasse 4 / 60311 FfM

- »10« / Frida / Bleidenstraße 9 / 60311 FfM
 - »11« / Havashi / Börsenplatz 13 / 60313 FfM
 - »12« / Möller & Schaar / Goethestraße 26 / 60313 FfM
 - »13« / Peek & Cloppenburg / Zeil 71-75 / 60313 FfM
 - »14« / Red Wing / Kornmarkt 6 / 60313 FfM
 - »15« / Statione / Stiftstraße 32 / 60313 FfM
 - »16« / Uli Knecht / Goethestraße 35 / 60313 FfM
 - »17« / Uebervart / Kleiner Hirschgraben 14 / 60311 FfM
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HAKAN TEMÜR

General Manager and Owner

