

LS Travel Retail unveils refitted London City stores

Nicole Mezzasalma

13-Jan-2012

The retailer renovated last year a multi-category duty-free store and a multi-brand fashion outlet at London City airport

LS Travel Retail has celebrated on January 12 the refitting of its duty-free store and multi-brand fashion outlet at London City airport. The retailer took over from previous operator The Nuance Group last May after being awarded a seven-year contract to run the shops and completely refurbished the two locations, which were rebranded in November.



The multi-category duty-free store carries the new-look Aelia Duty Free fascia, which retains the full name and colour blocks but features italicised lettering to soften the look, according to the company. The first location to feature the new branding was Lyon airport. The 288sq m (3,100sq ft) store has an extensive selection of fragrances and cosmetics, which represent 65% of total sales despite the prevalence of male passengers at the airport (70% of the total), in addition to premium liquor, tobacco products, confectionery, electronics, sunglasses and jewellery.

Meanwhile, a 30sq m (322sq ft) multi-brand fashion store offers ranges from Dunhill, Hugo Boss and Montblanc, with a distinct focus on male travellers. The airport serves over 3m passengers a year and is the UK's leading business airport, serving 38 destinations across the UK, Europe and the US. About 38% of passengers travel to non-EU destinations, with Switzerland being the main destination in terms of duty-free purchases.

LS Travel Retail EMEA COO Vincent Romet said: "Celebrating new store openings is a great start to 2012, following our strong year in 2011. Over the past year, LS Travel Retail has developed a much more cohesive approach globally and London City is a great example of how we are better exploiting our global strengths at a local level."

"We set out to create a retail experience to complement the quality of one of Europe's best business hubs and an airport that has a unique personality in global aviation," added LS Travel Retail UK & Ireland managing director Fin Casey. "We have plans for further expansion in the UK and our refurbished operations at London City airport demonstrate that we can set new standards not only in the shopping experience but also in delivering genuine commercial gains for ourselves and for our partners. Travel-retail needs airports that deliver great experiences; London City certainly does that and we're determined to ensure that our stores make that experience better."

LS Travel Retail opens stores at City Airport

By Jessica Howells, 12 January 2012

LS Travel Retail today celebrated the opening of its new-look tax and duty free multi-store and luxury multi-brand fashion store at London City Airport. The seven-year contract for the stores commenced on 1 May 2011 after LS Travel Retail won the contract from the previous incumbent, Nuance Group.

With a keen emphasis on meeting the unique passenger needs at London City Airport - which is driven by the affluent consumer profile comprising of an exceptionally high proportion of frequent business travellers - the refurbished stores were officially inaugurated with a ribbon cutting ceremony attended by; Vincent Romet, COO Lagardère Services with responsibility for EMEA; Ambroise Fondeur, CEO Aelia; Fin Casey, MD LS Travel Retail UK and Richard Gooding OBE, Chief Executive of London City Airport.

Fin Casey explained the intentions behind the refurbishment: "We set out to create a retail experience to complement the quality of one of Europe's best business hubs and an airport that has a unique personality in global aviation.

"We have plans for further expansion in the UK and our refurbished operations at London City Airport demonstrate that we can set new standards not only in the shopping experience but also in delivering genuine commercial gains for ourselves and for our partners.

'LONDON CITY DELIVERS GREAT EXPERIENCES'

"Travel Retail needs airports that deliver great experiences; London City certainly does that and we're determined to ensure that our stores make that experience better."

The new 283sqm Aelia Duty Free multi-store, the first to carry the new-look Aelia Duty Free B2C brand, offers a full and extended range of product categories to cater for the predominantly 'gift propelled' nature of sales at the airport.

It includes an attractively displayed array of high-end perfumes and cosmetics - a category that has lead an impressive 65% of total sales - a liquor range showcasing more premium whiskies, champagnes and wines; a fairly limited tobacco offer, confectionery for all and a smaller electronics and sunglasses range.

To make the most use of what is already a limited space, the product category areas are differentiated by coloured signage and lighting. In addition, the back walls carry strong product branding to further enhance the quality of the store environment, as well as providing clear navigation for customers.

MULTI-BRAND FASHION STORE

Opposite to the main store is the 30sqm multi-brand fashion store, which successfully displays a select and sophisticated offer from Dunhill, Hugo Boss and Montblanc, firmly aimed at the high percentage (70%) of male passengers who travel through the airport.

With regards to this latest opening Vincent Romet made these comments: "Celebrating new store openings is a great start to 2012, following our strong year in 2011. Over the past year, LS Travel Retail has developed a much more cohesive approach globally and London City is a great example of how we are better exploiting our global strengths at a local level."

Richard Gooding OBE, Chief Executive of London City Airport added: "We are delighted to have LS

Travel Retail at the airport. Their investment in refurbishing the Aelia Duty Free and luxury fashion stores reflects our shared commitment to providing our sophisticated travellers with a unique and enjoyable shopping experience."

London City Airport is the UK's leading business airport, serving over 3 million passengers each year and reaching 38 destinations across the UK, Europe and the USA. The airport recently carried out a multi-million pound redevelopment of its terminal and passenger search facility to further enhance the traveller experience.



LS Travel Retail and Aelia celebrate London City store openings

Published: 12/01/12

By Martin Moodie; Pictures by David Morgan

UK. London City Airport has a new-look retail offer after LS Travel Retail and Aelia celebrated the opening of a revamped tax and duty free multi-store and luxury multi-brand fashion boutique.

The French travel retailer won the seven-year contract to run the stores from long-time incumbent The Nuance Group last year, commencing operations on 1 May.

Both stores have been refurbished to better meet the needs of London City's unique passenger profile. This includes an affluent consumer base drawn from an exceptionally high proportion of frequent business travellers.

Vincent Romet, Chief Operating Officer for Lagardère Services with responsibility for EMEA; Ambroise Fondeur, CEO Aelia; and Fin Casey, Managing Director LS Travel Retail UK, celebrated the opening at a ribbon-cutting ceremony with London City Airport Chief Executive Richard Gooding.

At a press conference on Thursday morning, Romet commented: "Travel retail needs airports that deliver great experiences; London City certainly does that and we're determined to ensure that our stores make that experience better." [We'll bring you more from that press conference, plus analysis of the stores in The Moodie Report e-Zine, out later today. Look out too for a special Picture Gallery of images featuring the new offer].

In a statement he said: "Over the past year, LS Travel Retail has developed a much more cohesive approach globally and London City is a great example of how we are better exploiting our global strengths at a local level."

Casey commented: "We are delighted to be celebrating the opening of our two new stores at London City Airport and to be working with Richard Gooding and his team. We traded continuously through a lengthy and arduous refurbishment programme, and it is to the credit of Phil Manning [LS Travel Retail UK & Ireland Operations Director] and the Aelia team, and to Sam Hicks' [London City Commercial Services Manager] team at London City, that the business ran so well and service levels were maintained during this period."

Casey added: "We set out to create a retail experience to complement the quality of one of Europe's best business hubs and an airport that has a unique personality in global aviation. We have plans for further expansion in the UK and our refurbished operations at London City Airport demonstrate that we can set new standards not only in the shopping experience but also in delivering genuine commercial gains for ourselves and for our partners."

Richard Gooding added: "We are delighted to have LS Travel Retail at the airport. Their investment in refurbishing the Aelia Duty Free and luxury fashion stores reflects our shared commitment to providing our sophisticated travellers with a unique and enjoyable shopping experience."

NEW-LOOK BRANDING FOR AELIA

The London City Airport Aelia Duty Free multi-store is the first to carry the new-look Aelia Duty Free B2C brand. The new logo retains the original use of the full name as well as the colour blocks - used to denote and signpost the differing categories - and is refreshed by the use of italicised lettering to soften the look and appeal more to consumers.

The offer at the refurbished 283sq m Aelia Duty Free branded multi-store includes an extended range of product categories, including high-end perfumes & cosmetics, premium whiskies, Champagnes and wines, cigars (in a small humidor) and cigarettes, as well as confectionery and electronics.

The segregated category areas are differentiated by lighting and use of colour in the ceiling, walls and merchandising units. For all categories, the back walls carry strong product branding imagery to further enhance the quality of the store environment, as well as to provide simple and easily recognisable signposting for customers.

The 30sq m multi-brand fashion store features Alfred Dunhill, Hugo Boss and Montblanc.