



## **WORLD DUTY FREE GROUP LAUNCHES ITS NEW STORE IN THE QUEEN'S TERMINAL AT HEATHROW TERMINAL 2**

**London – 24 September 2014**– Today celebrates the official launch for World Duty Free Group's (WDFG) new tax and duty free store in Heathrow's new Terminal 2 building, named 'The Queen's Terminal'. The main 2,092sqm World Duty Free store features, for the first time, a unique digital fascia. A 27sqm sweeping curved LED screen carries the new format of fascia branding - **World Duty Free** punctuated with the travel retailer's familiar 'butterfly' logo. Creating the store fascia in this way represents the first application of this technology in travel retail anywhere in Europe. It opens a host of possibilities to WDFG, in terms of the content, formats and languages that can be displayed at different times through the day, at the very start of the customer journey into the store.

Commenting on the new retail development, Fred Creighton, WDFG Director of Retail Operations UK said, "When passengers come to the UK's largest airport they expect the tax and duty free area to deliver the highest standards in terms of customer service, modern facilities, contemporary retail brands and the latest product ranges. This impressive new World Duty Free store will provide our customers with a unique shopping experience and one that is enjoyable, inspirational and accessible. This is a very exciting development for our business and enables us to showcase some of the latest thinking and approaches in travel retail".

WDFG is committed to offering its customers a standard of service, knowledge and expertise that is second to none. In Heathrow T2 this has been taken to the next level, with the introduction of a dedicated World Duty Free 'Concierge Desk' within the store itself. The desk will be operated by multi lingual staff, all of whom have been given in depth training and are empowered to make customer-led decisions.

Visitors to the store will be able to experience world-class service and access the best possible advice and guidance from these expert staff at all times. This will encompass services such as 'Reserve & Collect' for purchases, a personal shopping service within the tax and duty free store itself, interactive screens enabling customers to see promotions and product recommendations based on their individual needs. A complimentary gift wrapping service will also be available.

The showpiece of the store is the 802sqm Beauty Hall, which delivers depth of range, product choice and unique features, with over 15 customised beauty areas and a mix of 40 personalised fixtures and columns. Over 25 international brands are available including classics such as Chanel, Dior, Lancôme and Estee Lauder, along with more niche brands such as Dr Sebagh, Kiehls, Benefit and bareMinerals. There are some newly introduced brands in the T2 store including Nars, Trussardi and Dsquared2. In keeping with the focus on customer experience and service, the beauty area offers a range of complimentary 'express' beauty treatments, including new make-up looks, skincare consultations, mini facials and massages. All are designed to be quick and informative, helping customers discover new products and techniques, whilst enjoying a relaxing, pre flight treatment.

Luxury is showcased within a 154sqm retail area with over 1300 sunglasses facings from 37 different brands. New to this area is WDFG's display concept for sunglasses – sleek white fixtures with back lit cells showcase lenses to best effect. The T2 store also features the first Gucci personalisation in a World Duty Free store. Other strong personalisations include Ray-Ban and Oakley.

Jewellery brands include Swarovski, Pandora, Buckley and Martin James. The Pandora personalisation incorporates a new 'touch and feel' unit which allows customers to create their own bracelets. This is the first time this concept has been used outside of a 'pop up' store environment. Swarovski has also been given a more 'shop in shop' feel with a new under counter personalisation. 14 watch brands are offered in the T2 store, including ones which are new to Heathrow - Vivienne Westwood, Marc Jacobs and Dreyfuss & Co.

In Confectionery, branded units for Chupa Chups & Mentos and a branded Jelly Belly unit create strong focal points. Destination targeting is a key feature in the store and with that in mind, trading launched with Cadburys on a central pillar, highlighting a 'sense of place' with a focus on 'Britishness'. This has now been revised to feature Godiva, targeting Chinese passengers in the lead up to Golden Week in October. The category offers customers a wide spectrum of products to choose from, ranging from Fortnum & Mason biscuits, teas and chocolates, to 'entry level' snack bags from brands such as Mars.

Alongside the store walkway, World Duty Free has incorporated its Glorious Britain souvenir concept. The 68sqm area features iconic fixtures associated with London, giving the 'sense of place' that World Duty Free Group seek to introduce into all their airport stores. Floor fixtures are designed to look like London buses, classic black 'taxis' display pick and mix lines, red post box and telephone box spinner units display smaller souvenir items and a striking 'Big Ben' pillar sits in the centre of the souvenir space.

Liquor is another showcase area in the new store. An impactful Destination Tasting Bar can be used by brand partners for sampling. Customers can 'try before they buy', discovering new products and flavours in a welcoming and relaxing environment. A Digital Display Fascia on the bar allows brands to feature impactful and engaging panoramic or multi screen content. This can be constantly and easily updated and refreshed throughout the day by WDFG, to tailor messaging to the customer profile at any given time. WDFG's successful World of Whiskies concept is represented with a 'shop in shop' format. The space takes its design cues from whisky barrels, with its wooden vaulted ceiling and is finished with natural materials such as stone flooring and wood fixtures.

WDFG has worked in close partnership with Diageo, to develop a premium liquor area; 'Connoisseur Collection'. Created to help raise awareness of the impressive range of premium and rare Whiskies, Cognacs and Wines available in World Duty Free, the space gives an immersive experience, allowing customers to explore and discover in an inspirational, yet accessible way. This is the first execution of this specialist feature in the UK.

In addition, bespoke personalisations from brands such as Hendricks, Grey Goose, Johnnie Walker, Jack Daniels and Woodford Reserve, create real focal points within the liquor category.

Another element located in this part of the store is the Tobacco Display Area (TDA), which includes feature areas for the various cigarette brands, as well as a cigar humidor and dedicated till point.

An important aspect of the T2 store are the digital entertainment technologies that have been incorporated within it, surpassing anything that has been installed to date. Reference has already been made to the digital store fascia and flexible screen technology in World Duty Free, which has not been used before in any UK retail location. A 52m<sup>2</sup> high resolution 24 screen Digital Feature Wall, with a digital LED surround dominates the main Expo Space. Brand partners can work with WDFG to stage innovative and experiential digital marketing and promotional activity within the store, creating excitement and customer engagement.

Throughout the store, a number of distinct audio zones allow music and messages to be tailored, to target passenger demographics and nationalities at different times of the day. Innovative interactive applications, such as digital points of sale and information tools also help engage and inform customers in a quick and very accessible way.

Within this new terminal building, WDFG has also introduced an Express Shop at Security Level, a satellite store in Sat B for long haul passengers and an Arrivals shop.

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**Main Tax & Duty Free Store****m<sup>2</sup>**

Beauty	802
Liquor	308
Luxury	154
Confectionery/Food	138
Souvenirs & Tax Free	68
Tobacco	69
Total Retail Space	2,092
Express Store	90
Arrivals Store	191
Satellite B Store	227