



STANSTED AIRPORT
OFFICIAL LAUNCH OF WORLD DUTY FREE GROUP'S
LARGEST WALK THROUGH STORE

London – 29 September 2014 – Today marks the official launch for World Duty Free Group's (WDFG) new tax and duty free store in Stansted's International Departure Lounge. At 2,850m², the walk-through tax and duty free store is the largest in terms of retail space in WDFG's UK store portfolio and incorporates a number of 'firsts' and innovative concepts. This dramatic new retail space has been designed to deliver a world class shopping experience to the 19 million passengers that currently use the airport.

Commenting on the new store, Fred Creighton, WDFG's Director of Retail Operations says, "We are delighted with this, our largest and most innovative walkthrough store to date, within the World Duty Free Group. We worked in close partnership with Manchester Airport Group (MAG) to develop a store that would take airport shopping to the next level and I think that has certainly been achieved here in Stansted".

Chief Executive, Charlie Cornish continues, "When M.A.G acquired Stansted we set a clear vision to transform the services and facilities for our passengers and I'm delighted to help mark the official opening of this new store, which isn't just an impressive retail development, but the flagship entrance into our brand new multi million pound departure lounge. World Duty Free Group is a very important partner to M.A.G and I'm delighted they are playing such a significant role in creating the new look and feel of Stansted Airport."

One of the main challenges faced when designing the store, was that of creating an easy to navigate and impactful retail space, within the existing Norman Foster building, with its very linear structure and multiple pillars. A curving 'S' shape walkway sits at the heart of the store and above it two dramatic ceiling cones funnel light and act as focal points, giving a strong sense of place for each category area.

In keeping with the commitment to offer customers standards of service and expertise that are second to none, WDFG has incorporated a dedicated 'Concierge Desk' into the store. Customers will experience the highest standards of service and access the best advice and guidance from 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 and a complimentary gift wrapping service.

The customer journey into the World Duty Free store begins with its statement entrance. The ceiling design extends out of the store to form a dramatic entrance canopy for the double height fascia. Once inside, visitors find themselves at the start of an extensive 1126m² Beauty Hall, housing striking personalisations and many 'firsts' from a vast array of internationally renowned brands. Dior has introduced a 'boutique' installation, the design of which is the first of its kind in European travel retail. Chanel's stunning Espace concept has been introduced into the Stansted store, as has the first Burberry concept in the world, which also includes the brand's premium, make up collection. New brands to Stansted include Trussardi, Dsquared2, Jo Malone, bareMinerals, Smashbox, Kiehl's, Ciate and Sisley to name but a few.

Liquor is an equally striking area, with 253m² of space incorporating the largest World of Whiskies 'shop in shop' in the WDFG estate. The Destination Tasting Bar with its digital fascia can be constantly updated and refreshed, to tailor messaging to different customer profiles at varying times throughout the day. Strong personalisations are featured from brands such as Jack Daniels and Johnnie Walker, Moet Hennessy for their champagne portfolio and from core spirit brands including Hendricks, Smirnoff, Baileys, Bombay Sapphire, Bacardi and Ciroc.

Luxury occupies a supersize area of 290m², within which WDFG has introduced its largest area to date dedicated to premium watches. Fitted out to a high specification it has the look and feel of a watch department in an exclusive store or jewellers. Customers can relax in comfortable armchairs, whilst they browse the selection of watches available from brands including Tag Heuer, Baume & Mercier, Gucci and Mont Blanc. Watch specialists are on hand to assist and give expert guidance and advice. There is also a large selection of designer watch brands available, many in their own 'shop in shop' areas, such as Michael Kors, Diesel and Marc by Marc Jacobs.

Another striking feature area has been created for sunglasses. Over 2,000 facings of different designs from 45 iconic brands are perfectly displayed on sleek, back-lit fixtures. A Rayban personalisation creates a strong focal point in the area and numerous polarised testing units are available to help customers make their product selection. The largest range of children's sunglasses within WDFG is also on offer on its own unit.

The first Michael Kors personalised jewellery area gives the widest selection of the brand's jewellery outside of its own boutiques. Extensive selections of charms from the unique Links brand are presented in a bespoke unit, making them easier to browse.

An important aspect of this store are the digital entertainment technologies that have been incorporated throughout. WDFG's trademark Contentainment area features a multi screen digital feature wall, which extends into a digital canopy above the expo space. Brand partners can work with WDFG to stage innovative and experiential digital marketing and promotional activity within the store, creating excitement and strong customer engagement. Distinct audio zones throughout the store allow music and messages to be tailored, targeting different passenger demographics and nationalities at various times of the day. Interactive technologies, digital point of sale and information tools are sited in all category areas including beauty, luxury and liquor, to help engage and inform customers in an accessible and relevant way.

With its own event space, the confectionery category is able to stage its own promotional and sampling events. Local suppliers are featured in the form of Tiptree and Coles. These Essex based companies specialise in preserves and puddings respectively and have developed a selection of exclusive product lines for WDFG.

A strong queue barrier highlights a range of specific impulse and till lines and One Water is trading extremely well.

To ensure that queuing time is minimal and customers are served swiftly and efficiently, the Stansted store incorporates a queue-matic till system. Wall graphics of iconic London landmarks behind the pay points give the store a 'sense of place' and underpin its positioning as a London airport.

WDFG has also introduced a new look Glorious Britain store at Stansted, which uses the London landscape as the basis of its architecture and design theme. Digital graphics set into a natural brick back wall help create a more premium look and feel and throughout the store, iconic London landmarks – from Big Ben to classic red Post Boxes – are used as the basis of display units.

The final stage of retail development for WDFG at London Stansted will be the completion of an Express store in 2015.

Main Tax & Duty Free Store	m²
Beauty	1126
Liquor	253
Luxury	290
Confectionery/Food	120
Souvenirs & Tax Free	50
Tobacco	60
Total Net Area	2630
Total Gross Area	2961
Glorious Britain Store	100
Express Store (for completion 2015)	n/a

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