

## World Duty Free Group debuts Gucci Cosmetics at London Heathrow

**London, 27 May 2015** - World Duty Free Group (WDFG) is proud to be the first and only retailer in the UK to launch GUCCI Cosmetics exclusively in its London Heathrow Terminal 5 store (\*).

With its striking design and consultation area, the Gucci Cosmetics counter offers a truly luxurious and individual experience to Terminal 5 passengers. The counter displays beautifully designed products from the collection, which features more than two hundred products in total. Makeovers and advice are provided by a knowledgeable team of staff that have received expert training from an international Gucci makeup artist.

Gucci Cosmetics is the ultimate accessory for the Gucci woman. The collection is a symphony of quintessential Gucci design signatures and sophisticated technology. Exclusive products deliver the ideal technical performance. An iconic Gucci palette of colours is packaged with the renowned signature motifs of the House. The essential debut lineup includes Gucci Eye, Gucci Face, Gucci Lip, Gucci Nail together with luxurious brushes and special preparation products for skin.

The line is formulated around the idea that beauty and fashion are always connected. Make up is a key element of the Gucci runway show to communicate the essence of the Gucci woman. Eyes, skin, lips become accessories, all working together to create an unmistakable look.

Suzanne Rudkin, WDFG's Category Buying Manager for Cosmetics- UK commented, "We could not be more delighted to be the first UK retailer to launch Gucci Cosmetics, both in and outside of the travel retail sector. At WDFG we pride ourselves on carrying the most prestigious beauty brands on the market and this collection has been undeniably popular amongst Heathrow's T5 passengers seeking luxury products. We look forward to being a part of Gucci Cosmetics' successful journey as it develops in 2015."

*(\* Gucci Cosmetics is available exclusively in World Duty Free in London Heathrow T5 until at least December 2015. Outside of London Heathrow T5, Gucci cosmetics can only be purchased at [GUCCI.com](http://GUCCI.com) and in Gucci boutiques.*

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### About World Duty Free Group

**World Duty Free S.p.A.**, is the holding company of **World Duty Free Group**, one of the world's leading travel retailers, operating mainly in airports and with a broad geographical reach. It has operations in **20 countries** through more than **105 locations** with over **550 stores**, from its heartland in Western Europe, to the Americas, the Middle East and Asia. In 2014, the company posted a **turnover of 2,406.6 million Euros**.

World Duty Free Group's core business is tax and duty free shopping and its proposition covers the complete spectrum of airport shopping including Beauty, Wines & Spirits, Food & Confectionery, Tobacco, Sunglasses,



Watches & Jewellery and Souvenirs. World Duty Free Group operates some of the most exciting and engaging airport shops in the world, with focus on the customer and innovative marketing programmes, including multi channel digital and live in-store interactive promotions.

World Duty Free S.p.A. is listed on the Italian FTSE MIB 40 since 1 October 2013 with the ticker symbol WDF:IM. World Duty Free Group was named Airport Retailer of the Year in multiple locations for the second consecutive year in the 2013 Frontier Awards. For more information, please visit [www.worlddutyfreegroup.com](http://www.worlddutyfreegroup.com)

