



OFFICIAL LAUNCH FOR WORLD DUTY FREE GROUP'S WALK THROUGH STORE IN NEWCASTLE AIRPORT

London, 1st July 2015 - World Duty Free Group's (WDFG) re-developed store at Newcastle Airport was officially launched today and brings a vibrant new airport shopping experience to passengers. The global travel retailer worked in close partnership with Newcastle Airport, to relocate and redesign its retail space and create an inspiring store for the many different travellers that use the airport each and every day.

Commenting on the new store development, Fred Creighton, Director of Retail Operations – UK at WDFG says, "We enjoyed working in close collaboration with the airport team to create this superb walk through store, which began trading on 1st May. The new store brings many exciting new brands to Newcastle and takes the airport shopping experience to a whole new level".

With a larger footprint of 1580m² the new store is considerably larger than the original 1,000m² store it replaces. The additional space has enabled a more extensive product range to be introduced, most notably in the beauty, liquor and luxury categories.

The liquor area features a new World of Whiskies area, which showcases over 300 different whiskies, including some that are entirely exclusive to World of Whiskies. Aimed at both the whisky connoisseur and the novice alike, the store offers an extended range of whiskies including rare and vintage expressions and will bring the excitement of events such as the annual Whisky Festival to the Newcastle passenger profile.

Adjacent to the liquor area is WDFG's Contentainment™ space, which has been introduced for the first time into Newcastle. With its prominent location, this innovative marketing concept with its multi screen digital feature wall, blends state of the art technology with product sampling and engaging events, to draw customers into the store and give them an exciting and ever changing in-store experience.

There is a strong demand for cosmetics, skincare and fragrance from Newcastle's style conscious shoppers, so beauty commands the largest space allocation in the store and many new brands have been introduced including bareMinerals, Elemis, Rituals and Smashbox. Fragrances are showcased to better effect with increased wall bay space and event spaces have been incorporated into this area, to enable brand partners to stage impactful events and promotional activities.

Luxury is another key category for the store and boasts a greatly extended sunglasses area with a space increase of 71% and a total of 1200 facings. 35 brands are represented and new introductions which will delight the style conscious shoppers include Chloe, Miu Miu, Versace, DKNY, CK, Polo, Lacoste, Carrera, Nike and Marc by Marc Jacobs. Watches are another popular airport purchase and new brands featured in store include Hugo Boss, Skagen, Diesel, Guess, Superdry and Michael Kors.

David Laws, CEO at Newcastle Airport concludes, "We're delighted to launch the fantastic new World Duty Free store which epitomises the standards we're aspiring to achieve as part of our terminal development works. The opening of World Duty Free is a key milestone in our terminal development project and brings us closer to completing the overall scheme in the next couple of months.

The location of the store ensures we're able to optimise the use of space in the departure lounge as we look to introduce a number of new retail and catering stores, whilst enhancing the non-commercial provisions to reflect the changing demands of our customers. We're absolutely sure our customers will enjoy this fantastic new shopping experience and the many new brands we've introduced within World Duty Free.'

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KEY FACTS - NEWCASTLE STORE

Main Tax & Duty Free Store m²

Beauty	437
Liquor	126
Luxury	123
Confectionery/Food	28
Souvenirs & Tax Free	16
Tobacco	31