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LAX unveils "crown jewel" Tom Bradley International Terminal

Los Angeles World Airports (LAWA) unveiled a stunning new image for Los Angeles Airport's (LAX) new Tom Bradley International Airport Terminal (TBIT) last week, built around a ground-breaking collection of duty free and travel retail shopping and services. The goal, say airport officials, is to transform LAX into a world class, "best in class" passenger experience.

LAWA, master developer Westfield Group, and concessionaire partners hosted a media preview last week of LAX's new Tom Bradley International Airport Terminal, attended by Los Angeles Mayor Antonio Villaraigosa, airport officials, and business leaders.

The light-filled terminal, which features a 150,000-square-foot Great Hall, 360-degree views, inviting storefronts and sustainable elements, is the centerpiece of the \$4.1 billion LAX Capital Improvements Program-Phase 1, the largest public works project in the history of the City of Los Angeles.

The theme reiterated by the speakers at the media preview attended by *Travel Markets Insider* proudly emphasized how far the new TBIT has come to become a world class airport with iconic architecture and how well it now represents the City of Los Angeles.

"I've been to great airports and I was told again and again that we had the worst airport in the United States, certainly the worst passenger experience," said Mayor

Villaraigosa, whose strong support for the project is reflected in his name atop the Great Hall.

"When I walked into other airports I saw they had concessions and restaurants that were from their town. I want restaurants and I want stores that look like LA. And we got them. The LA flavor is here," said Villaraigosa.

"This was about showcasing LA, the city of dream-makers," he said. "People are going to know that this airport went from the worst to the best, to world-class. This will set the standard."

LA flavor and Luxury brands

The new retail program blends many of the world's best-known luxury brands with a distinct Los Angeles flavor. The new terminal includes a \$79.8 million investment by Westfield and its partners and \$25 million by DFS for duty free.

"When the passengers leave for Asia they will leave with a taste of LA," said Westfield Co-CEO Peter Lowry. "It is about time Los Angeles Airport was in the 21st century."

Dufry-owned Hudson Group has 19 stores in 16,000sqf of space at the new TBIT.

"Hudson has been in the airports for 25 years," said Hudson President and CEO Joe DiDomizio. "This is the most beautiful terminal I have seen in North America to date."

"It is exciting to be a part of a spectacular terminal. The challenge as retailers is going to be to com-



pete with all of the beauty around us," DiDomizio said. "It is certainly very different than what has existed here in Los Angeles for many years."

The new TBIT includes 31 dining units, of which 18 concepts are new to airports, including 17 local Los Angeles brands.

DFS doubles space; debuts new brands

The space dedicated to duty free more than doubled to 25,000sqf spread over four DFS stores.

At TBIT, DFS will retail a broad portfolio of luxury brands and products across all key luxury categories, including several firsts to US airport retail: Hublot, Bottega Veneta and Chloé.

Multiple beauty brands will also make their North American airport debut via DFS on what is now the

largest airport beauty floor in the country. These newcomers include SK-II, Jurlique, Benefit, and Clarisonic, along with the LAX debut of Los Angeles' own Smashbox.

DFS Managing Director North America Polly Nelson says it was essential to bring the local element into the airport.

"We brought in brands like Smashbox Cosmetics. We are also bringing in San Antonio Wines, which is a company that has been in Los Angeles for over a hundred years. We want to really make sure that as the passengers come through Los Angeles they learn to love the city the same way that those of us who live here do," she said. "It is really a pleasure for DFS to bring that uniqueness and newness to the airport."

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Below: The new DFS logo.



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LAX TBIT ushers in new level of airport retail development

In the luxury offer DFS is featuring Chopard, Zenith, and Vertu watches and jewelry, along with full-line fashion boutiques by Hermès, Gucci, Burberry, and curated fashion assortments from Salvatore Ferragamo, Bottega Veneta and Chloé.

To further celebrate the new terminal, the Group is also launching three spirit exclusives in honor of the new LAX identity: the Johnnie Walker Blue Sandblasted Pack, limited to 130 bottles; the Rémy Louis Rare Cask by Rémy Martin and the Gran Patrón Piedra, both North American firsts.

A collection of premium wines from Los Angeles wineries also highlights the DFS LAX offer.

Keeping the spirit of Los Angeles front and center, DFS has integrated exclusive and localized concepts within its retail floor. An LA-themed spirits tasting bar will be opened adjacent to the Spirits & Wine floor, where travelers will be able to sample cocktails.

For the first time in North America, DFS Group is also incorporating its Platinum Services (PSC) concierge services directly into its airport operations.

Westfield brings Rodeo Drive to TR

Of the 36 new retail stores at TBIT, 27 are new to LAX, and nine have never been in an airport before. Highlights of the multi-level Great Hall include Luxury Island, featuring high-end shops and seating; and the Boutique District, with storefronts

inspired by Rodeo Drive in Beverly Hills.

The Westfield retail line-up includes shops by Bulgari, Michael Kors, Coach, Porsche Design, Tumi, Victoria's Secret, Hugo Boss, and XpressSpa. Boutiques from local brands Fred Segal and Kitson also convey the spirit of the City of Los Angeles within the new terminal.

Other brands include iStore Boutique, See's Candies, Hudson, The Bead Factory, Bienvenida Flowers & Gifts, Angeleno News, RELAY, Malibu Shades, Virgin Mobile/Boost Mobile. Travel + Leisure, CNN Newstand Los Angeles, USA Today Travel Zone, The Economist, Sanrio Surprises, Hollywood Reporter, and 7-Eleven.

Synchronized multi-media

The new terminal also includes an Integrated Environmental Media System (IEMS) comprised of seven architecturally-scaled media features within the facility designed to create the most advanced multi-media environment in any airport. It is the first media system to synchronize multiple features through a state-of-the-art, content management system that creates an environmental experience based on intelligence from live data, flight departure and arrival information, and passenger interactions.

LAX handled a total of 63.7 million passengers in 2012, of which 17.2 million were traveling to and from international destinations.



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DFS unveils new retail identity, logo



DFS Group's unveiling of its stunning new retail offer at LAX's Tom Bradley International Terminal was only part of the company's rebranding effort, which also revealed a new retail logo for LAX and plans to rebrand its downtown Galleria stores, beginning in Hawaii in September.

DFS announced the new retail identity at the media preview of the new Los Angeles Airport Tom Bradley International Terminal (TBIT), where it is the sole duty free operator.

The unique retail identity DFS created for its concession at LAX integrates a specially designed logo and localized retail concepts that will be used across all 18 retail spaces operated by DFS.

"This is a pivotal moment for DFS Group, and in particular for our North American operations," said Philippe Schaus, Chairman and Chief Executive Officer of DFS. "After more than half a century of leading the trends in travel retail, we are now enriching our commitment to creating luxury experiences for our customers - world travelers - with a sharpened and distinct local flavor. We are proud to make our first major demonstration of this evolution here in L.A., the site of our first airport operation on the American mainland."

Schaus says the change in logo was a natural transition away from being identified as purely a value proposition. "DFS as a logo has moved from being identified as a value proposition to much more of a 50 year old institution anchored in trust, quality, and luxury around the world of travel retail."

*Right top: The DFS Group Executive team;
Bottom: Hudson Group President and CEO Joe DiDomizio & DFS Managing Director, North America Polly Nelson.*

Schaus says price is no longer the number one reason to shop at DFS.

"It is an element of trust. We purposely went into a design that was much more institutional, more quiet. It's the first step in an evolution of our brand strategy."

DFS invested \$25 million in LAX, with a design and offers that emphasize a definite local Los Angeles feel.

"After 31 years at LAX and winning the bid just last year to renew our contract for another ten, Los Angeles was the most appropriate city for us to begin our journey of transforming the airport retail experience for world travelers in North America," said Polly Nelson, Managing Director, North America, DFS. "We are currently in the process of investing more than \$50 million in capital improvements to our North American airport retail concessions and boutiques, and we look forward to revealing very soon other innovative ways in which our airport store network will evolve."

Last month, with the inauguration of the new JFK T4, DFS opened new stores in the terminal as well as Jo Malone and MAC boutiques. A new 6,000sqf beauty store will open in August. DFS has also created new localized logos for JFK and SFO.

DFS also previewed upcoming further evolutions to its business worldwide. In addition to its new institutional logo, the Group emphasized how it will continue to enhance its luxury offering globally at other airport stores and in particular via its downtown Gallerias.

"In the next few months we are going to move one step further towards the brand elevation strategy that has been a decade in the making," continued Schaus. "Indeed, our next significant step will be the rebranding of DFS Galleria, our downtown brand, which will be unveiled at an event in Waikiki, Hawaii this September."

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From the dynamic Patrón Spirits ice bar at one of the entrances of the DFS duty free store (top left) to the largest airport duty free beauty floor in North America, the new Tom Bradley International Terminal at LAX is well on its way to becoming the most spectacular airport terminal in the U.S.