

# Byredo makes West Coast travel retail debut with LAX opening



Clean, modern luxury fragrance display featuring Byredo's Eau de Parfum line and Night Veils collection at the new LAX pop-up

Luxury fragrance house Byredo has established its first West Coast travel retail presence with a new pop-up store at Los Angeles International Airport (LAX), marking a strategic expansion in partnership with DFS Group.

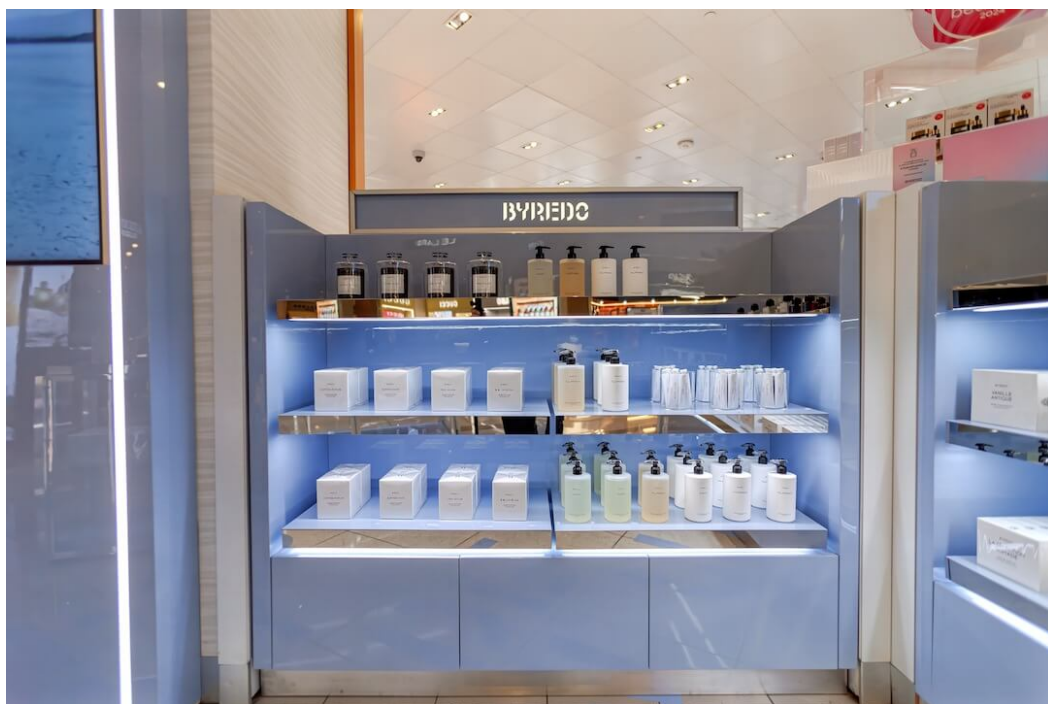
The pop-up, which opened in August 2024, showcases Byredo's signature collections including its Eau de Parfum line, Night Veils collection, home fragrances, body care products and travel sets. This curated selection aims to bring the brand's distinctive approach to modern luxury to West Coast travelers.



Byredo's luxury retail space marks the company's West Coast travel retail debut at Los Angeles Airport

"Launching Byredo's first West Coast travel retail store at LAX is a significant moment in the brand's continued expansion," says Kaatje Noens, Puig Executive Vice President of Global Travel Retail. "We are delighted to partner with DFS to bring Byredo's fragrance experience to Los Angeles, meeting growing demand for niche fragrances among travelers."

The opening represents an important milestone for both Byredo, which was acquired by Puig in 2022, and DFS Group, as they work to enhance the luxury retail experience at LAX.



Clean white shelving displays Byredo's body care collection, softly illuminated at LAX

"We are thrilled to welcome Byredo to its first North America travel retail presence at DFS, Los Angeles International Airport," says Amael Blain, SVP of Beauty Merchandising, DFS Group. "This vibrant pop-up invites traveling fragrance enthusiasts to explore Byredo's enchanting creations, showcasing our shared passion for delivering exceptional luxury experiences to our discerning customers."

The new location builds on Byredo's heritage of artfully crafted fragrances that blend rare ingredients with innovative inspiration, a philosophy established by founder Ben Gorham in 2006. This West Coast debut signals the brand's commitment to expanding its travel retail footprint while maintaining its distinctive luxury positioning.