

Coty opens Kylie Cosmetics at Heinemann in Sydney



The store features photo opportunities as well as a dedicated consultation area

[Coty](#) Travel Retail Asia-Pacific launched the first [Kylie Cosmetics](#) store at [Heinemann](#) in the Sydney Airport in December 2022, with plans for a pop-up to be unveiled in April 2023 to further engage travelers.

Located in the primary location of Sydney Heinemann Tax & Duty Free in T1 departures, the 23-square-meter store is designed in a pink palette. "This highly Instagrammable space also features plenty of photo opportunities including a life-sized Matte Lip Kit, pink scooter and kandy kart with specially decorated chocolates and lollipops," notes a press release.

Travelers will find Kylie's signature best sellers such as the Matte Lip Kits, Pressed Blush Power, Kybrow Kits as well as Skincare sets. The store has a dedicated consultation area, where onsite beauty specialists are also giving out unique boarding passes that give lucky travelers an opportunity to receive complimentary gifts and enter a Kylie Cosmetics giveaway.

"We are glad to bring Kylie Cosmetics, the disruptive, fun and iconic brand to Australian travelers together with Heinemann Tax & Duty Free Sydney. Kylie Cosmetics is thriving in travel retail environment and particularly in airports where we can fully express the brand DNA and offer exciting retailtainment to Kylie customers," says Guilhem Souche, Coty Global Travel Retail Senior Vice

President.

“We’re delighted to have Kylie Cosmetics join us in our spectacular new Sydney Airport stores. Exclusive, first-to-market brands are the cornerstone in our strategy to appeal to emerging airport retail shoppers. We are looking forward to partnering with the Coty team to captivate travelers through our upcoming activations, and to bring a freshness and sense of fun to the airport shopping experience,” says Ranjith Menon, Heinemann Asia-Pacific Regional Head of Marketing and Purchasing – Perfumes & Cosmetics.