

Diageo Global Travel invites passengers to shop-in-shop with new Johnnie Walker retail concept



The new Johnnie Walker concept store gives customers the ability to personalise their purchase

Diageo Global Travel has unveiled its new Johnnie Walker 'shop-in-shop' concept World Duty Free store at Heathrow, Terminal 2.

The upgraded retail space has been designed to be more experiential, offering a more immersive Scotch experience in both digital and physical terms.

This includes an oversized touchscreen digital screen in the 'Whisky Explorer' zone, which allows shoppers to personally navigate interactive Scotch content and learn more about how Johnnie Walker whiskies are crafted from its reserves of nearly 10 million aging casks across Scotland.

A luxury wall bay features a Johnnie Walker Blue Label display area and a personalised gifting option, with the opportunity to monogram onsite, a leather Johnnie Walker Blue Label luggage tag with purchase.

The shop also features a gifting and tasting station.

A selection of other whiskies from Johnnie Walker are also on display, allowing consumers to explore the full Johnnie Walker portfolio.

The whole retail space is framed by a vivid LED display, while expert brand ambassadors are on hand to guide customers through the shop.



The upgrade retail space offers an immersive experience for all customers

Speaking to assembled media and guests at the ribbon cutting ceremony on April 26, Diageo Global Travel Managing Director Andrew Cowan said, “We are looking forward to rolling out the new Johnnie Walker brand world across travel retail. It is really exciting to open our first shop-in-shop in this new, more dynamic and immersive format. Alongside our partners at Heathrow and World Duty Free, we are working to offer our shoppers something unique, more luxurious, more engaging and more visual. The new shop-in-shops will bring to life the craft and versatility of our Scotch, providing passengers something personal for themselves or for loved ones to enjoy.”

Julie Bramham, Global Brand Director of Johnnie Walker, added: “This new concept ‘shop-in-shop’ is designed with the shopper at the centre of everything, in order to facilitate exploration of the full Johnnie Walker range. With this new retail space, we are delivering an amazing brand experience with different ways to interact with Johnnie Walker; from unassisted exploration via interactive content to high-end service from our brand ambassadors, as well as bespoke personalisation and gifting options.”

The shop-in-shop concept will be rolled out at other airport locations, although no further details have been revealed.