

Heinemann presents exclusive luxury shopping experience at Sydney Airport



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[Heinemann Australia](#) has unveiled a new Luxury Beauty, Fashion and Accessories store at [Sydney Airport](#), completely rethinking its store design and assortment across the following categories: Fragrance, Skincare, Makeup, Watches and Jewelry. The store will also be introducing Fashion and Accessories.

According to a press release, "The new duty free store will offer customers an iconic and unique experience that connects back to the essence of Sydney and the beauty of its coastline, with clear visibility and elegant lines." The new store design also complements and anchors Sydney Airport's new luxury boutique line-up, the largest collection of luxury brands in Australia.

Heinemann's new fashion and accessories brands such as Chloé, Kenzo, Lanvin, MM6 Maison Margiela collection are now available in Australian airport retail exclusively at Heinemann Tax and Duty Free. Heinemann has also extended its watches and jewelry range, with the introduction of Piaget, Hublot, Breitling, Qeelin and Messika, many of which are available in an Australian airport for the first time.

As part of the redevelopment, Heinemann has increased the space dedicated to Beauty in order to accommodate a larger suite of brands, which includes experiential and boutique spaces for La Prairie, Kylie, Fresh, Chloé, Hermès Beauty, Burberry and Acqua di Parma are also available at an Australian airport for the first time, exclusively at Heinemann.

“We are delighted to bring in an array of new and exclusive brands and traveling experiences for our customers. With our new stores, complementing our existing world-class wines and spirits, confectionery and local products assortment, Heinemann at Sydney Airport is a shopping destination not to be missed,” Heinemann Australia Managing Director George Tsoukalas, said.

Sydney Airport’s Executive General Manager of Commercial Mark Zaouk added, “In 2019, we set out to change the face of luxury at Sydney Airport and I’m delighted to see our vision come together with the completion of Heinemann’s new store. Meticulous work has gone into creating a luxury shopping destination worth arriving early for, from the layout and design of the new precinct to the superior experiences available in each of the luxury stores. International travelers can look forward to curated brand, culinary and luxury experiences, as we continue to innovate and position Sydney Airport as a key player on the world stage of luxury.”

Travelers looking to make the most of the brand new shopping experience at Heinemann need not worry about overweight baggage or having to carry their purchases throughout their trip. Heinemann offers Click & Collect and Shop & Collect services, where shoppers can buy online or in-store and collect their products at a Heinemann pick-up counter at their convenience.