

# Lagardère renovations complete at Shenzhen Bao'an

Lagardère Travel Retail has completed renovations and has now opened the new luxury offer at the domestic terminal in Shenzhen's Bao'an International Airport, which is the third busiest in mainland China.



Lagardère Travel Retail's large China-based luxury team enables the company to meet the expectations of the sophisticated Chinese shopper

The concession area, which measures over 1,700 square meters, boasts 18 boutiques with the latest retail concepts, carrying luxury brands including Burberry, Bvlgari, Cartier, Chanel Beauty & Accessories, Coach, Emporio Armani, Ermenegildo Zegna, Hugo Boss, Jimmy Choo, Kenzo, MaxMara, MCM, Rimowa, Salvatore Ferragamo, Stuart Weitzman, Tory Burch and more.

Adding to the luxurious feel are services such as a private lounge, a VIP concierge team, and a partnership with Shenzhen Airport to offer passengers exclusive and personal amenities including curbside greeting, expedited check-in formalities and limousine service.

Lagardère Travel Retail's large China-based luxury team offers a localized approach to all aspects of the luxury shopping experience, enabling the company to meet the expectations of sophisticated Chinese consumers and prestigious brand partners in terms of product offer, human resources development, visual merchandizing, and customer service.



Luxury brands available at the newly opened area include Burberry, Bvlgari, Cartier, Chanel Beauty & Accessories, Coach, Emporio Armani and more

Additional openings are planned later this year in Shenzhen airport once traffic is recovered.

Eudes Fabre, CEO for North Asia at Lagardère Travel Retail, said: “We strive for excellence in retail execution, a commitment that is backed by strong investment in our retail footprint, talent development and customer experience. We are grateful for the trust of our airport and brand partners that have supported us in bringing this project to life. The expectations of domestic travelers in China are different than in the duty-free channel and on the high-street, so we have developed a bespoke approach to serving this market, backed by our team of over 1,000 luxury retail professionals in China and fully localized supporting functions. China has become the most important market for most luxury brands, so we constantly strive to meet the evolving expectations of discerning travelers.”

Sabrina Wang, COO - Luxury for Asia at Lagardère Travel Retail, added: “The domestic airport traveler in China is sophisticated, demanding and pressed for time. A strong understanding of trends, an in-depth knowledge of the unique needs of travelers, a reactive approach to merchandizing and the flexibility to meet the differentiated needs of the airport environment are the success factors for domestic travel retail in China. Our expert merchandising team works hand in hand with our luxury brand partners to ensure consistency in image and service quality.”

Lagardère Travel Retail is present in 28 airports and 30 high-speed railway stations in China, with a network of over 400 stores across categories including luxury, duty free, travel essentials, specialty retail and food & beverage.