

Pernod Ricard teams with King Power in new Suvarnabhumi Airport shop-in-shop



Royal Salute claims centerstage at the new shop-in-shop

Pernod Ricard Global Travel Retail has partnered with King Power Corporation to open a cross-brand shop-in-shop at Bangkok Suvarnabhumi Airport's new satellite terminal.

The 30sqm space has been designed to enhance customer shopping experience and leverage the breadth of Pernod Ricard's portfolio which includes Martell, Chivas, Royal Salute, Ballantine's and The Glenlivet.

The new store design incorporates multiple LED screens, including a digital canopy and storefront translucent panels, highlighting the latest product novelties, and creating a "real wow factor" for passengers. It offers different zones for shoppers to engage with and explore, with a selection of best-selling products from Martell, Chivas, Royal Salute, Ballantine's and The Glenlivet in different modular gondolas. According to the partners, a store-front activation area represents a prime location for new product launches.



The 30sqm space highlights the breadth of Pernod Ricard's portfolio

The centre of the store includes an 'Ultra-prestige Exploration' zone that features rare and collectible items, and an interactive digital game that enables customers to learn more about the Royal Salute Coronation Limited Edition, whilst connecting with the brand's DNA and heritage.

Cheng Antares, Chief Commercial Officer of King Power Corporation, said, "The grand opening of our newest retail space at Suvarnabhumi Airport marks a significant milestone in our relentless pursuit of revolutionizing the travel retail shopping experience. With Pernod Ricard as our esteemed partner, we are committed to offering travellers an exceptional shopping experience that transcends boundaries and sets new standards of excellence using the latest in digital innovation."

Rustom Framji, Pernod Ricard General Manager of Southeast Asia Travel Retail, added, "We are thrilled to unveil our latest luxury shopping experience in collaboration with King Power Corporation. The shop-in-shop brings freshness, elevates the shopping experience, and offers customers the opportunity to discover and shop from our fantastic portfolio of brands."