

# 3Sixty hails first 3Sixty Duty Free & More store at Charlotte Douglas International Airport



Executives at the grand opening event for 3Sixty's first rebranded airport store at Charlotte Douglas International Airport

3Sixty (formerly DFASS Group), the world's leading inflight duty free retailer and a growing force in duty free and specialty retail in North American airports, has unveiled its first rebranded airport store at Charlotte Douglas International Airport.

April's opening event was the first physical implementation of 3Sixty Duty Free & More after the brand's launch last October, and includes both storefront signage and in-store marketing collateral.

Donna Maxwell, Senior Vice President Global Retail Operations, said: "While the store was designed and opened prior to the announcement of the new branding, 3Sixty chose Charlotte as our first official rebranding launch location due to our strong partnerships in Charlotte Douglas International Airport, and this being our newest store design."

The grand opening event included a ribbon-cutting ceremony, the unveiling of the new 3Sixty Duty Free & More storefront signage, along with special gifts and promotions for the first 100 customers of the day.

This is the first of several existing locations to be rebranded 3Sixty. "Later this year, 3Sixty will open two new stores in DFW that were specifically designed with our new branding design elements," said Maxwell.

3Sixty operates duty free and duty paid concessions in several other high-profile international airport locations, including Chicago O'Hare, Newark, Orlando, Fort Lauderdale, Denver, Dallas/Fort Worth, Ottawa and Philadelphia.

In addition, 3Sixty operates cruise port stores in Singapore, Cozumel & Puerto Progreso in Mexico, and Harvest Caye in Belize.

The company will extend its Mexican cruise port footprint with the opening of a third location in Mahahual later this year.