

ATU Duty Free and Heinemann expand multi-brand Luxury Square at Istanbul



ATU Duty Free and Heinemann expanded multi-brand Luxury Square at Istanbul Airport to include more than 25 luxury brands

[ATU Duty Free](#), a subsidiary of [TAV Airports](#) and [Unifree Duty Free/Gebr. Heinemann](#), has expanded its "Luxury Square" store at [Istanbul Airport](#) and added iconic world brands to its portfolio.

In close collaboration with Gebr. Heinemann, ATU Duty Free has increased its brand mix by expanding the area of its multi-brand concept store Luxury Square, located in Zone 5, Departure Floor at Istanbul Airport, by 440 square meters.

There is a dedicated luxury streetwear and sneakers area in the center, achieved in cooperation with the agency Plajer + Franz. Luxury Square, which now spreads across an area of 1263 square meters with the expansion, offers more than 25 luxury brands. Among them are such renowned names as Burberry, Kenzo, Givenchy, Loewe, Stella McCartney, Alexander McQueen, Chloé, Marc Jacobs, Off-White and Palm Angels. With the extension, the assortment will be complemented by new brands such as Lanvin, Auteil, MM6, Acne, On Running, Axel Argiati, Tod's, Versace, 04651 Trip in a Bag, Vetements, Thom Browne, Casablanca and Zegna.

ATU Duty Free CEO Ersan Arcan said, "We have been offering our passengers exclusive brands' products in our Luxury Square store at Istanbul Airport since 2020. Luxury Square, with the multi-brand concept, was designed at the center of the airport, in an area easily accessible to all passengers, and as a center of attraction where the newest products of many world brands can be

found. We are happy that a concept store like Luxury Square has been attracting increasing interest since the first day it opened. In this direction, we expanded our store with an investment of approximately 1 Million Euros and added more brands to our portfolio. We will continue to develop our service network with the synergy arising from our experience in the sector as well as with Gebr. Heinemann and our brand collaborations.”

Unifree Duty Free CEO Ali Şenher added, “We successfully implemented a new business model in the world with the Bosphorus Zone in Istanbul Airport. Luxury Square, which is located center of Bosphorus Zone and hosts the world's most famous fashion brands, showcases the global fashion trends. We are extremely happy to bring the world-famous brands together with our guests in this area. We believe that Luxury Square with the latest expansions will continue to be new attraction center opening up from Istanbul to the world.”

Gebr. Heinemann Director Sales MEA Bernard Schlafstein said, “Luxury Square proves that the travel retail business came back strong after the pandemic. It allows room for growth for those who offer a spectacular assortment for the customers. Luxury brands are especially resilient and have a high appeal for young Gen Z Travelers. Therefore, we decided to expand Luxury Square on the new area.

And, Gebr. Heinemann Director Purchasing FAWJ Jan Richter added, “We have sharpened the categories and integrated new, exciting brands into the existing portfolio. Some of these brands, such as Vetements are first to offer the brand in Travel Retail exclusively. With Luxury Squares edgy design and its unique mix of brands, we attract a global audience, hungry for the latest trends and with high spending power. This successful project could only be made possible with a fantastic team effort by ATÜ, our various brand partners and Gebr. Heinemann.”