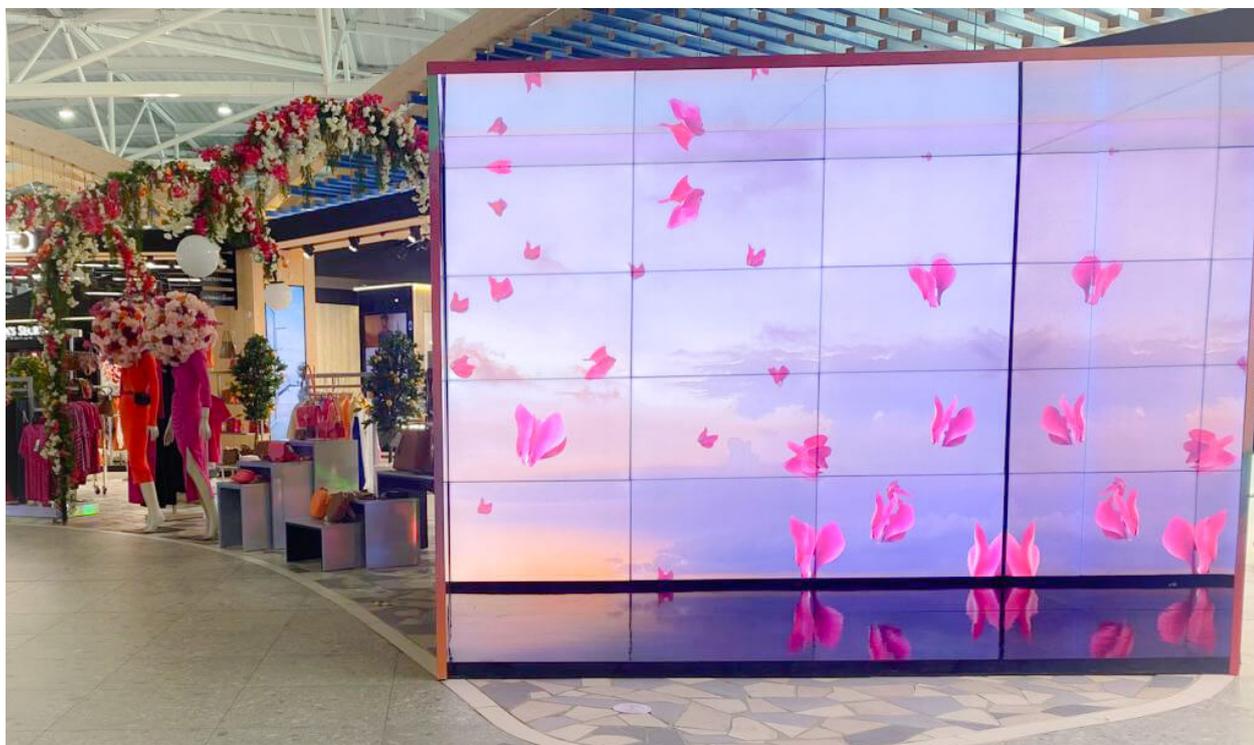


Cyprus Duty Free drives category innovation through installations



Cyprus Duty Free's immersive shopping experience includes installations created in partnership with digital retail agency Holition

[Cyprus Duty Free](#) has developed an immersive shopping experience with the launch of its Mirror Box and Selfie Station installations at Larnaca Airport. Created in partnership with London-based, award-winning digital retail agency, [Holition](#), these new interactive digital activations serve to enhance the customer experience in line with ARI's Customer Value Proposition.

Since launching in 2020, ARI's recalibrated Customer Value Proposition has driven innovation and excellence across its global estate. According to the company, this global strategy has been executed with perfection at the world-class Cyprus Duty Free.

The Mirror Box installation is located in Cyprus Duty Free's Fashion Avenue, which houses its Fashion & Accessories (F&A) collections. The project was initiated following eye-tracking customer research, conducted at Larnaca Airport to measure the impact of the new store layout on the retail experience. While the installation offers an interactive shopping experience, its primary objective is to drive footfall and increase penetration.

The 2.3-meter-high display greets customers with large digital screens that "take them on a journey through the latest fashion trends, accompanied by a 3D animated floral experience inspired by seasonal Cypriot flora." Complimenting the new digital experience is the Fashion Garden with the signature Cypriot flowers and trees of spring and summer enhancing the overall customer experience. As well as offering customers a novel way to explore the category, it also enhances the signature sense of place at Cyprus Duty Free, drawing inspiration from the local landscape.

Also, a Selfie Station at the store entrance, offers the chance to create an Instagram-worthy moment

and "make their final memories of Cyprus within the retail environment." Customers can take a selfie against a "variety of picturesque Cypriot backdrops" inside the walk-in photobooth before scanning a QR code to download to their mobile device.

"We are immensely proud to bring digital innovation to the forefront of travel retail. We are committed to delivering a superior experience for customers here at Cyprus Duty Free, helping to create unique and memorable experiences for passengers from the moment they land to the moment they leave the island. These new activations demonstrate how we can use the best of digital to enhance the in-store retail experience whilst proudly celebrating a true sense of place," said Andrew Baker, General Manager at Cyprus Duty Free.