

# Dufry opens ANECDOTE duty paid store at The Circle, Zurich Airport



The entry of ANECDOTE is not easily missed, with its sleek, modern industrial feel



The shop offers everything the traveler might need, such as electronics



Top P&C brands offer the perfect opportunity to buy as a gift for others or for the travelers themselves. Dufry has just opened its new duty paid shop ANECDOTE at Zurich Airport.

ANECDOTE offers a fresh shopping environment for those at The Circle, which is a new comprehensive area at Zurich Airport. The Circle features two hotels in addition to shopping and convention center facilities. Business visitors and others will be able to shop at ANECDOTE in all their favourite categories.

As ANECDOTE is a Dufry company, customers will also be able to take part in the loyalty program "Red By Dufry," giving access to exclusive services and offers. They can redeem their points in Dufry shops across 420 locations worldwide.

Isabel Zarza, Chief Executive Officer Central & North Europe, Russia & Africa, is thrilled about the opening. "We offer our customers a great brand experience across more than 600 square meters with professional advice for all our core categories – from fashion and accessories, to perfumes, cosmetics and skin care products for her and him; to wines and spirits, on to food and confectionary as well as tobacco, jewelry, watches, sunglasses and travel bags. ANECDOTE is not just for travelers – we also want to attract local customers from the Greater Zurich Area, which is one of Europe's economically strongest areas with around 3.8 million inhabitants."

Stefan Gross, Chief Commercial Officer Flughafen Zürich AG: "We are very excited to open the Circle today. Zurich Airport takes a big step forward in transforming itself into a destination in itself by embracing new concepts ranging from a rooftop restaurant to a highly competent health center. ANECDOTE will make Dufry's offer available to a broader audience – an idea that was born in 2016 and finally comes to life."



The promotional calendar will always be full, offering unique buys for the discerning traveler



Fashion and necessity, sunglasses are an important offering at ANECDOTE



Always popular, the wine and spirits area offers a wonderful browsing opportunity to business travelers and others