Heinemann launches rebranded stores at Kuala Lumpur International Airport

The Heinemann Duty Free space at Kuala Lumpur International Airport

[Heinemann Duty Free Malaysia](#) has launched its redeveloped stores at [Kuala Lumpur International Airport](#) (KLIA), Terminal 2. The launch included a tour and interactive presentations to give guests firsthand experience of the retailer's duty free assortment.

The new store design is guided by Heinemann's vision of Malaysia as a proud, dynamic and innovative nation, with the overall material palette made up of natural beige stone, complemented by softer textures. Subtle touches of traditional *batik* prints throughout the store inject a local sense of place.

"We are excited to offer the newly redeveloped stores at KLIA Terminal 2 departures to our passengers and extremely proud to finally bring the Heinemann retail brand to one of our key regional markets," commented Johannes Sammann Chief Operating Officer of Heinemann Asia Pacific. "With the influx of people traveling now, we are confident that we are well positioned to welcome back shoppers to our brand new stores."

As part of the redevelopment, Heinemann has created a new shop concept, opening up the floor plan for improved visibility across the store, which includes brands like Kerastase, Vichy, La Roche Posay, Helena Rubinstein, Maison Margiela, La Prairie, Aqua di Parma, Fresh and Le Labo. Heinemann is the first travel retailer to list these brands in Malaysia.

Along with the Heinemann Duty Free retail brand, Heinemann also launched its web shop and click-and-collect service for KLIA Terminal 2 passengers, providing a more convenient way to shop as part of its ambition to turn travel time into valuable time. As part of its contract renewal and store

redevelopment, Heinemann has taken over gate retail space to provide a more convenient shopping experience for passengers, bringing its total footprint at KLIA Terminal 2 to 1,686 square meters.

More snaps from Heinemann's rebranded stores below.

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