

Hudson partners with The House of LR&C to open first airport retail location in Denver



The ribbon cutting at The House of LR&C at Denver International Airport

[Hudson](#), a Dufry AG company and travel experience leader with more than 1,000 stores in airports, commuter hubs, landmarks, and tourist destinations across North America, and [The House of LR&C](#), the fashion house of Super Bowl champion Russell Wilson and Grammy-winning singer-songwriter Ciara, have unveiled their first-ever airport retail store in [Denver International Airport](#) (DEN).

Travelers passing through DEN can experience the innovative and sustainable approach to retail that The House of LR&C delivers. Located in Concourse C, the 500-square-foot store is designed to make shopping for sustainable fashion easier, more experiential, and better for the planet and its people.

“More than ever, we’re hearing from our travelers that they are looking for products that are ethically and responsibly made. As a hallmark of sustainable fashion, The House of LR&C is the ideal partner to meet that demand and show how our ESG commitments under our [Destination 2027 strategy](#) touch every part of our business,” said Brian Quinn, Executive Vice President and Deputy CEO of Hudson. “We are excited about this new store opening and look forward to travelers being able to shop for some of the highest quality apparel from Russell Wilson, Ciara, and The House of LR&C.”

Hudson and The House of LR&C worked hand-in-hand to curate a meaningful collection of menswear for the new DEN store. Travelers will be introduced to [Good Man Brand](#), the contemporary-yet-casual brand line co-founded by Russell Wilson that inspires men to feel good, look good, and do good. The store’s assortment features some of the brand’s best-selling shirts, pants, joggers, and footwear collection including Italian-made leather sneakers.

In addition to the core offering, seasonal styles are offered in organic cotton and light merino wool. Each product is made with preferred materials as defined by the Textile Exchange, displayed on recycled paper fiberboard hangers, and has no unnecessary tags and labels like hangtags, highlighting a commitment to making conscious design choices at every stage.

“Good Man Brand is designed for the man leading a life on the go who is looking for clothing and footwear that’s versatile, stylish, and good for the planet,” said Wilson. “With the opening of our first-ever airport store in Denver International Airport, we’re now able to service our home airport and offer travelers and the people of Denver elevated, sustainable essentials that are perfect for travel days, gifting, and beyond.”

The new store also features interactive elements such as Flowcodes, allowing for digital exploration and a unique omnichannel experience. By scanning the Flowcodes with their cell phones, travelers can learn more about the product and its materials, browse additional styles and colors, and unlock exclusive content. With the support of Flowcodes, Hudson team members working in the store can serve as brand ambassadors and stylists, creating an even more personalized experience for travelers.

“It’s a big win to have The House of LR&C’s Good Man Brand at DEN,” said DEN CEO Phil Washington. “Bringing The House of LR&C DEN to passengers aligns with Vision 100, our plan to reach 100 million annual future passengers, by enhancing the customer experience. As one of the busiest airports in

the world, it's important passengers have sustainable shopping options, and the House of LR&C provides that and so much more.”

As the first opening since announcing an exclusive travel retail partnership last year, Hudson and The House of LR&C, along with DEN, hosted an official ribbon-cutting celebration with attendees including Russell Wilson, representatives from the nonprofit organization Color of Fashion, and leadership from Hudson, The House of LR&C, and DEN. There are also plans for Hudson to introduce The House of LR&C to additional airports across the United States and Canada, with new locations in development that will feature both Good Man Brand and women's line [LITA by Ciara](#).