

Lagardère Travel Retail partners with Fortnum & Mason to open at HKG



Fortnum & Mason has opened its first travel retail location in Asia at Hong Kong International Airport

[Fortnum & Mason](#) has partnered with Lagardère Travel Retail to open its first travel retail location in Asia in the East Hall luxury zone at Hong Kong International Airport.

The 46-square-meter store offers a wide assortment of the brand's most in-demand teas, biscuit, chocolates, tea accessories and gift boxes. Fortnum's legendary seasonal Christmas collection is now available in-store as well.

The design uses Fortnum & Mason's signature color, Eau de Nil, as the base tone and combines traditional materials including oak timber and marble with contemporary touches, unveiling "a new timeless look of the brand in full harmony with the modern luxury ambience of Hong Kong International Airport's East Hall luxury precinct," reads the press release.

The store highlights the Royal Warrants that represent Fortnum & Mason's long and close relationship with the British royal family. A sign of superior quality and a mark of recognition for those who have supplied goods or services to their household, Royal Warrants are issued by members of the British royal family – and Fortnum & Mason are holders of warrants for tea and groceries from both Queen Elizabeth II (since 1955) and His Royal Highness The Prince of Wales (since 1996).

As shared by the brand, part of the retail space is dedicated to a bespoke fixture inspired by the "Royal Blend Teacup," the story of which symbolizes its authentic British culinary culture and its prominent position in the fine food & drink retail industry.



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"I am particularly excited by this expansion of Fortnum & Mason's Hong Kong presence through the addition of our first travel retail boutique in Asia which will be a wonderful addition to our flagship international store in the city.

"We already serve many sophisticated local consumers in Hong Kong and mainland China, and our experience operating and engaging our customers at our store in London Heathrow Airport's Terminal

5 gives us great confidence in our first travel retail boutique outside the UK at Hong Kong International Airport.

"It will help ensure our international customers can experience the same moments of joy when they travel around the world, and not just when they visit Piccadilly," says Tom Athron, CEO at Fortnum & Mason.

"We are very pleased to team up with Fortnum & Mason, the world-renowned purveyor of fine food and curator of luxury lifestyles, to open the brand's first Asian travel retail outpost at Hong Kong International Airport. The enticing product offer, eye-catching design and expert service are a great complement to the exceptional luxury line-up in HKIA's East Hall and will delight travelers looking for a distinguished gift or an indulgent treat," adds Eudes Fabre, CEO - North Asia at Lagardère Travel Retail.