

# Lagardère Travel Retail snags major Shanghai Pudong Airport retail and F & B contract



Lagardère Travel Retail has secured a major multi-category retail and food and beverage contract at Shanghai Pudong International Airport

Lagardère Travel Retail has clinched a multi-category retail and food and beverage contract covering over 30 locations, across more than 3,000 square meters at Shanghai Pudong International Airport's satellite terminal.

According to the retailer's press release, the concession area is distributed across a mixed floor of domestic departures and arrivals, international departures and an international mezzanine area. It will feature a mix of luxury and specialty concepts, including fashion, beauty, travel essentials, toys and food.

"This is an important development for Lagardère Travel Retail as Shanghai Pudong is the second busiest airport in mainland China, with over 74 million passengers and significant spare capacity for growth", commented Eudes Fabre, CEO of Lagardère Travel Retail Greater China.

"The capture of this contract also demonstrates the strength of our multi-category capabilities across retail and foodservice, enabling us to provide our airport partners with strong concepts that answer the full spectrum of traveler needs".

According to the retailer, the main aims of the first year of trading is to re-invigorate the commercial offer and enhance the passenger experience at the airport.

"We will bring a selection of world-famous brands, attractive retail concepts and introduce high-street brands for the first time in the airport environment", Fabre added.

Lagardère has had a long-term presence in China. It opened its first mainland store in 2007 and

currently has over 250 retail and food and beverage units in 15 airports and 30 railway stations in China, with plans to open retail spaces in three new airports in 2019, including the new Beijing Daxing International Airport.