

WHSmith North America opens three stores at Denver International Airport



A new WHSmith store is now open at Denver International Airport A Gates

WHSmith North America is celebrating the opening of three new stores at Denver International Airport (DEN).

Market 5280 and WHSmith are now open at the airport's A Gates, and River North News is now open at the B Gates.

Market 5280 is a contemporary take on the traditional newsstand, offering a variety of products, travel essentials, local goods, snacks and drinks, along with Denver-themed apparel for adults and children, licensed sports apparel, drinkware, souvenirs, accessories and other gifting items. Inspired by the connectivity of the Highland Bridge to the Lower Highlands and Downtown through Union Station, this abstract concept is said to reinforce a sense of connectivity, diversity and exploration.

River North News - designed to emulate the RiNo arts district in Denver - speaks to the area's creative evolution and brings an urban, energetic vibrancy to this new travel convenience concept. A custom commissioned street art mural, designed by RiNo artist, Jason Graves, dominates the store front. Graves has also designed the store's interior signage and shopping bags. River North News also offers an assortment of Denver-themed apparel, drinkware and souvenirs.



Market 5280 offers a contemporary take on the traditional newsstand

WHSmith is a one-stop shop for books, magazines, gourmet snacks, refreshments and travel essentials. The contemporary newsstand also offers apparel, gifts, souvenirs and more.

All three stores will offer both cold and fresh grab-and-go options from Olive and Finch, a local eatery collective with a mission to serve only intentionally sourced, chef-inspired, scratch-prepared creations that are both nourishing and delicious. These concepts are operated in collaboration with WHSmith North America's ACDBE partners Huy Pham with Innovative Retail Concepts and Ray Mickens with M2 Concepts.

Toby Keir, CEO of WHSmith North America, said, "We are so proud of the effort our team has demonstrated to develop these concepts and would like to give special thanks to our ACDBE and airport partners for their help bringing these projects to life. We had an incredible year of growth in 2023, and the openings at Denver International Airport have been the perfect way to kick off another successful year."

With these three openings, WH Smith North America now operates a total of 13 retail, convenience and technology stores at DEN including Arts District Market, Flight Stop, Larimer Street Market, five InMotion locations and more.