

WHSmith unveils two stores under curi.o.city brand at London Gatwick



The store design takes inspiration from London landmarks and attractions

[WHSmith](#) has opened two new concept stores under the curi.o.city brand at [Gatwick Airport](#) in London.

"With a strong retail offer of souvenirs and giftable products, curi.o.city offers travelers passing through the airport a design-led London experience and a great choice of brands tailored to the localized store environment," explains a press release.

The new retail stores opened this month and span more than 1,200 square feet of selling space across both units in Gatwick's North and South Terminals.

"Providing customers with an opportunity to shop quirky and eclectic gifts, keepsakes, and mementos, these new curi.o.city stores really do complement London Gatwick's extensive retail offer. Whether customers are looking to pick up a product to remind them of their travels, a gift for friends and loved ones, or a little treat for themselves, curi.o.city has a gift for every journey."

The opening of these new stores also marks a number of new brand partnerships, enabling curi.o.city customers to pick up souvenirs and gifts from London institutions such as ZSL London Zoo, Kew Gardens, the Natural History Museum and the V&A Museum. To complement these, the stores will also offer a range of licensed products including Paddington Bear and Harry Potter. Products from independent British brands such as Biscuiteers, Cambridge Gin, East London Liquor Co. and Grind will also be available.

Andrew Harrison, Managing Director, WHSmith Travel, commented, "Our purpose at WHSmith is to enhance our customers' journey by providing a great range of products and excellent service from an easy to navigate store. The launch of our new curi.o.city stores delivers on all this and more; our giftable ranges and truly localized offer ensures an exciting and memorable retail experience. We have received great feedback from passengers traveling through the airport and the team looks forward to welcoming more customers over the coming months."

Rachel Bulford, Retail Director, Gatwick Airport, added, "We are delighted to welcome WHSmith's two new unique and inspiring concept stores, curi.o.city, to Gatwick Airport. The stores have already proved incredibly popular additions to our North and South Terminal departure lounges. The whole concept created by curi.o.city promotes Gatwick's location as a London airport, while also celebrating aspects of the south east as a region. The fantastic range of products and gifts showcase some of London's best-loved brands and attractions."