

DFS Group concludes 18-month San Francisco International Airport concessions upgrades

By **Hibah Noor** on September, 15 2014 | Retailers



DFS Group has completed its third US airport renovation at San Francisco International Airport (SFO). Following the successful upgrades of DFS' concessions at New York's John F. Kennedy International Airport and the new Tom Bradley International Terminal at Los Angeles International Airport (LAX), the newly renovated concessions at SFO focus on creating a premium airport retail environment by offering a curated selection of products and quality services and delivering a seamless shopping experience.



"With the concession upgrades at San Francisco International Airport, we are excited to be announcing the substantial completion of DFS' 18-month renovation across our North American retail operations," said Polly Nelson, Managing Director, North America. "As the sole duty free operator at SFO, our vision is to meet the changing needs of travelers by elevating the customer experience and delivering on our promise to create an unforgettable, delightful and memorable experience that captures the spirit and culture unique to San Francisco."

At SFO, DFS manages almost 5,400 square meters of concession space, with a broad portfolio of luxury brands and products across core categories of luxury including beauty, fragrances, watches and jewelry. DFS also offers local souvenirs and gifts, including the world famous Ghirardelli chocolates, Thatcher's Gourmet Popcorn and Napa Soap.

Further enhancing DFS' quality brand and product offerings and the promise for an experiential, seamless shopping experience, new stores opened include boutiques for Gucci, Coach, Burberry and Hermès. DFS also introduced Japanese beauty brand SK-II, jewelry and watches brand Chopard and a new upmarket wine store featuring local California wine, including Screaming Eagle, Duckhorn, Diamond Creek, Hanzell, Stag's Leap and Silver Oak.

In addition, DFS introduced its confectionery concept store, Sweettravels, a private San Francisco-themed label, covering various chocolate, cookies and candy products. Opened in June, Sweettravels San Francisco is customized to reflect the local culture, offering the city's iconic chocolate brand, Ghirardelli, as well as classic confectionery items including Gummy Bears, Jelly Beans and Chocolate Covered Oreos. Framed by a colorful polka dot pattern, Sweettravels presents a whimsical retail

environment that promises to stimulate and delight customers.

In addition to the upgraded features and new stores at SFO, DFS has also introduced a new logo design featuring San Francisco's iconic Golden Gate Bridge.

John L. Martin, Director of San Francisco International Airport, congratulated DFS: "San Francisco welcomes nearly 17 million visitors annually and in the last 20 years has been named 19 times as the number one city to visit in the United States by Condé Nast. Most of these visitors pass through our airport, and we are pleased to continue working with DFS as we elevate and develop innovative ways to improve the traveler's experience at SFO."

Joe D'Alessandro, President and CEO of the San Francisco Travel Association (SFTA), praised the completion of the renovation: "Tourism remains a vitally important contributor to San Francisco's overall growth and development, welcoming nearly 17 million visitors who spent a record-breaking US\$9.38 billion last year. DFS' newly renovated concessions at the San Francisco International Airport reflect the city's objectives of enriching travelers' shopping experience and enhancing the local economy by positioning San Francisco as a desirable international destination for travelers from across the globe."