

Hudson Group to bring new travel retail concepts to LAX

By **Wendy Morley** on November, 26 2014 | Retailers



A joint venture led by travel retailer Hudson Group, itself owned by Dufry AG, has been awarded a contract to open two new retail concept stores in Los Angeles International's Terminal 6.

The first, called Market 8600, is a variation of Hudson Group's successful convenience concept. With bold lighting and visual elements modeled on Sunset Plaza, the 8600 block of Sunset Boulevard, the cutting-edge 195-square-meter travel essentials concept store is matched to Westfield's "The Boulevard" design theme in the terminal.

Hudson Group's President and CEO Joe DiDomizio states: "Market 8600 demonstrates our designers' ability to adapt the Hudson design to embrace a local theme, as they recently did in Dallas Love Field's Hudson West End News. Outside, the LAX storefront's digital display creates a dramatic, sophisticated LA neighborhood vibe. Inside, the store is pure 'Hudson' - the next generation travel essentials store that offers employees and travelers the items they need and the brands they trust."

The joint venture, known as HG LAX T6 JV, will also introduce a Belkin electronics store, the first ever in an airport. This small kiosk will offer an array of Belkin products and electronic accessories.

These two new shops add to Hudson's already large selection of stores in LAX's multiple terminals. Currently, the Group has news, gift, specialty retail shops and bookstores in the airport's Terminals 1, 3, 4, 5, 6, 7, 8 and the Tom Bradley Terminal. The variety of over 40 shops Hudson has opened in these terminals ranges from luxury brands such as Coach and Bvlgari to LA icons such as Magic Johnson Sports to entertainment concepts such as *The Hollywood Reporter* to well known convenience

brand Hudson News.

The newly formed joint venture team, which won the competitive bid process by Westfield, the global developer at LAX, is comprised of HG-Concourse-Nixon, LLC, locally based ACDBE partners, Stewart Manhattan Investments, Inc., Z Venture Capital Frontiers, Inc., Arandia Designs and MAJ Collection, Inc. HG-Concourse-Nixon, LLC is comprised of Hudson Group (HG) Retail, LLC and locally based partners Concourse Ventures, Inc. and Norm Nixon & Associates, Inc.