

Hudson opens vibrant new stores at New York LaGuardia Terminal B

By **Mary Jane Pittilla** on June, 15 2020 | Retailers



NYC Aglow by Hudson, inspired by the New York City skyline, aims to provide a sleek and modern shopping experience

Hudson has announced its expansion at New York LaGuardia Airport Terminal B, bringing the “spirit and vibrancy” of the Big Apple to life while reaffirming the US operator’s long-standing commitment to its local roots and airport partners.

As part of the new, seven-year contract with LaGuardia Gateway Partners (LGP), the private operator and developer of Terminal B, Hudson is debuting two of its new localized travel convenience concepts to the reimaged 850,000 square foot Arrivals and Departures Hall: NYC Aglow by Hudson and Mad Ave Market by Hudson.

Opening June 13, the travel convenience store openings are in alignment with LGP’s and the Port Authority of New York and New Jersey’s redevelopment plans.

With the addition of these two new stores, Hudson’s total retail footprint in Terminal B reaches nine, and includes famous New York-based brands McNally Jackson and FAO Schwarz.

“Airports are a strong representation of the local communities they serve, and are truly the first and last impressions that a traveler has of a city,” said Roger Fordyce, Chief Executive Officer of Hudson.

“We have a responsibility to embrace the local history and flavor of a city in our store designs and

offerings, and so we're honored to introduce concepts to LaGuardia that represent the storied history of the airport, the city, and Hudson alike."

Locally-sourced gifts and snacks

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To pay homage to the history of New York City, Hudson's second concept, Mad Ave Market, is inspired by the golden age of advertising in the 1920s. Complete with art deco-inspired designs, and boasting Hudson's self-checkout capability, the concept seeks to create nostalgia around one of New York's most iconic streets, Madison Avenue.

Both stores feature the brands and products Hudson is known for, while also providing travelers with an opportunity to shop locally-sourced gifts and snacks.

"New York City is considered to be one of the world's greatest destinations for shopping, and the new Terminal B is no exception to that," said Stewart Steeves, Chief Executive Officer of LaGuardia Gateway Partners. "Hudson provides all of the classic travel essentials that every New Yorker and visitor needs, and we're excited to partner with them in the new terminal."

Hudson opened its first store at LaGuardia Airport in 1987, bringing travelers essential electronics, healthy grab-and-go food offerings, health and beauty products – and, most recently, a broad assortment of PPE (personal protection equipment) products.

The new stores are operated under the HG LGA Retailers JV, a partnership between Hudson and its ACDBE partners Branded Works Inc, Byrd Retail Group LLC and Kelle Communications Group Inc.