

La Prairie comes home for the debut of its new duty free boutique

By **Melissa Silva** on August, 23 2012 | Fragrances, Cosmetics, Skincare & Haircare



La Prairie, the world-renowned Swiss luxury beauty brand, is proud to make its newly renovated 63.3-square-meter flagship boutique debut at Zurich Airport, located on the Level 2 retail concourse. The grand opening is part of major developments at the Swiss airport and a complete remodeling of its duty free stores, operated by The Nuance Group.

In addition to La Prairie products, the boutique offers an in-store iPad featuring the latest in La Prairie news, videos, product information and media appearances as well as relaxing treatments.

Four mini treatments in total are available, including 30 minute hand-massages, “Touch Up, Light Up” (tips and techniques to best utilize Light Fantastic Cellular Concealing Brightening Eye Treatment), “Foundation Touch” (with a focus on skincare and complexion product application) and “Color Matching” (an abbreviated lesson in helping customers choose the right foundation and concealer shades).

The layout of the furniture, fixtures and product merchandising lends itself to a variety of areas and ways for beauty advisors to best service their clientele. Customers may experience a consult at the round tester table located in the center of the store or opt for a more intimate consultation within a

private alcove. The living room area, located in the back of the boutique, boasts a pristine curved white couch to comfortably accommodate larger groups. Crystal chandeliers, beveled glass and silver accents act as the finishing design touches, lending a jewel box feel to the space.

“We are pleased to partner with The Nuance Group on this exciting project, and where better than Zurich – our brand’s birthplace – to feature such an outstanding boutique in a Travel Retail environment? Every meter of the newly renovated space speaks to the needs of the global consumer, ensuring we are well-equipped to handle each customer that crosses our threshold,” states Yves Le Breton, Vice President, Corporate and Sales Strategy, La Prairie.

Speaking on behalf of the Nuance Group, Mr. Alexander Anson, Commercial Director, says, “The opening of this newly renovated luxury boutique reaffirms our strong partnership with La Prairie and our shared vision for delivering outstanding customer experience. This kind of exclusive prestige concept is something today’s travelers truly appreciate.”



