

Ever Rich opens Taoyuan Airport T2 duty-free shop and dining area

By **Elena Owyong** on November, 21 2019 | Retailers



(from left to right) Ever Rich president, Kevin Chiang, Members of the Legislative Yuan Bao-qin Zheng, Minister of Ministry of Traffic and Communication, Jia-long Lin, Ever Rich chairman, Simon Chiang, Taoyuan City mayor, Wen-can Zheng, Members of the Legislative Yuan Yi-jin Yeh, Taoyuan Airport Company chairman, Ming-teh Wang, Moodie Davitt Report chairman, Martin Moodie, Taoyuan Airport Company president, Hsiang-sheng Lin, Ever Rich vice chairman Samuel Wu toast together to celebrate the opening

Ever Rich Duty Free Shop has officially opened its Taoyuan International Airport Terminal 2 central area duty-free shops, as well as the fourth floor dining area.

Ever Rich had invested NT\$1 billion (US\$32.8 million) for the first phase of the reconstruction, with the aim of providing all passengers with an excellent airport experience built on efficiency and professionalism.

In a press release, Ever Rich stated that the Taoyuan International Airport is an important ROT project. The Ministry of Traffic and Communications and the Ministry of Finance had worked closely and entrusted Taoyuan International Airport Co., Ltd. to select the best bidder to operate the business. It is hoped to increase airport revenue and reduce costs for government by introducing corporate's professional and efficiency through the partnership of public and private cooperation, and further enhance the development of Taiwan's tourism industry.

New design for Taoyuan Airport Terminal 2

To build a sense of place that captured the essence of Taiwan accurately, Ever Rich worked with London-based airport interior design team The Design Solution to create a walk-through commercial space that allows passengers to experience the open, spacious duty-free shop and improved traffic flow once they pass the immigration and security check. Imagery of Taiwan was also incorporated into the design as Ever Rich had always been actively promoting the beauty of Taiwan through various initiatives.

The Design Solution also incorporated a curving pathway complemented by curved patterns echoed in the ceiling to provide clear, stress-free wayfinding and a seamless flow as passengers are guided through the store and enticed to explore the product categories.

Multi-sensory experience of Taiwan

Ever Rich had also invited Taiwanese artist Fan Chengzhong to create giant art installation such as "Taiwan Mountain" and "Passengers", which use traditional thread binding books to illustrate Yushan, Taiwan's highest mountain, and the world's eight peaks to symbolize that Taiwan plays an important role in honoring Chinese tradition and popular culture, and also represent the beauty of Taiwan to the world. Large digital panels designed by multimedia artist Chen Yijie were also installed to delight passengers on their journey.

To enhance customer experience, Ever Rich has included a fragrance system, cocktail bar tastings and a VR make-up device to fulfil its ambition of touching customers' through all five senses. Gender-neutral toilets and the smart technology were used in passenger washing facilities to ensure that Taoyuan Airport keeps pace with the world's best airports.



The use of neon light decoration not just makes the atmosphere lively, but also represents the Taiwanese street culture

Ever Rich said it hopes all the passengers who go through the airport's Terminal 2 will enjoy the fashion cocktail bar that changes according to seasons, the claw machine for Ever Rich online shop members, as well as Taiwan's street culture through its neon signs.

To further complement the new changes at Terminal 2, Ever Rich has created new uniforms for its staff. The new uniform in coral pink and deep indigo blue symbolize the hospitality of Taiwan and the professionalism of Ever Rich. Staff uniforms are also adorned with a scarf and salesperson bag which represent the connection of the departing points and flying routes that connect Taiwan to the rest of the world.

Famous Taiwanese and Asian F & B brands

The newly renovated Terminal 2 is home to many famous Taiwan local and Asian F&B brands. International F & B brands such as McDonalds, Starbucks and Jamba Juice are also some of the new tenants.