

Dufry opens refurbished departures store at Perth Airport



Dufry has introduced a new concept called 'Perth Street Market' at its new departures store in Perth Airport

Dufry has opened its refurbished duty-free store at the international departures' hall in Perth Airport. According to a press release issued on Thursday (June 13), the retailer said the new store "delivers a dynamic and engaging retail space and, alongside Dufry's Melbourne and Hong Kong MTR operations, further consolidates the company's presence in the country and the wider Asia Pacific region."

Dufry had previously signed a contract for the new store with Perth Airport in July last year. According to the retailer, the 1,200 square meters store has a stronger focus on digital execution and also offers customers a wide range of products across core categories such as beauty, liquor, confectionery and fashion accessories. It has also introduced new brands such as La Mer, Kiehl's, Too Faced, Bobbi Brown, Sisley, Tom Ford and Jo Malone London to the store.

Beyond that, the retailer has created a new concept unique to the airport. Called 'Perth Street Market', the new area encourages travelers to celebrate Australian food, homewares, gifts and wine by showcasing the fine flavours of Western Australia. For instance, the homeware and gifts products are created by local artisans and feature a number of high-quality products like ceramics, woodwork, cushions and prints to adorn the home, alongside homemade soaps and natural skincare. The store's promotional areas have also been designed to resemble the endemic Boab tree.

Commenting on the opening, Andrea Belardini, Dufry's Divisional CEO for Asia Pacific & Middle East, said: "The new Perth Airport shop showcases our commitment to grow Asia Pacific and in particular

Australia. It is great to return to expanding our presence in the country, where we hold a deep-rooted experience.”

“The new shop is a result of a close cooperation with Perth Airport management in setting a common vision for a shop development with a consumer-centric approach.”

Perth Airport CEO Kevin Brown said: “It’s fantastic that Dufry, a huge international player in duty free, recognise the value of introducing this unique local touch in what is a major investment in our airport and our State. Our aim is to give them a great travel experience – a warm first welcome to Perth and a fond farewell with something that will remind them of their stay and hopefully bring them and their family and friends back.”

Perth Airport is the fourth busiest airport in the country in terms of passenger traffic. In 2018, it welcomed more than 4.3 million international travellers. Recent development includes Perth to London service, the country’s first direct service to the United Kingdom with further work continuing on attracting direct flights from major centres in China, Japan and India to complement the existing strong travel links with Indonesia, UK, Singapore, and New Zealand.