

Samsonite unveils first single brand store at Brisbane Airport



Samsonite's new Brisbane Airport store showcases the brand's travel luggage, business and fashion bags in a contemporary retail environment



Brisbane Airport is the first Australian airport to offer a Samsonite store

Samsonite has opened its first mono-brand travel retail store at Brisbane Airport. The new store joins other Samsonite multi-brand Rolling Luggage stores at Sydney, Melbourne, Melbourne, Perth, Gold Coast and Brisbane airports.

The new store is located at the Qantas end of the Domestic Terminal. It features the newest Samsonite fit-out design as well as an 'endless aisles' digital platform.

Samsonite said that the store "showcases the brand's market-leading travel luggage, business and fashion bags in a contemporary retail environment."

Commenting on the opening, Samsonite Australia's General Manager Retail & Strategy, Matt Gardiner said "The travel retail channel is an important part of our strategy to grow awareness of our brands in Australia, and to showcase the breadth of our offer to travelers."

Gardiner also noted that Brisbane Airport has exciting plans for the redevelopment of the Domestic Terminal, with a bold vision to create a world-class retail precinct, thus making it the perfect opportunity for Samsonite to open its first mono-brand store and roll-out its new in-store digital ordering platform.

Andrew Brodie, Brisbane Airport Corporation (BAC) General Manager Airline and Retail Management also highlighted the synergy between the Samsonite brand and passengers travelling through Brisbane Airport.

He said: "Samsonite is the world's largest travel luggage brand, and we are excited to be the first airport in Australia to feature a Samsonite store."

He added that the fit-out is beautifully executed and the product offer perfectly tailored to the needs

of frequent fliers, business passengers, and travelers who demand quality.

Apart from the wide range of Samsonite products available in-store, the store also utilizes the company's new digital ordering platform to allow travelers to shop from the entire Samsonite offer, with the ease and convenience of free home delivery anywhere in Australia. The company believes this will be the perfect solution for travelers who have already checked-in, or those unable to take larger items with them on their travels.

Samsonite Australia has announced plans to open further Samsonite travel retail stores at a number of Australian airports within the next 12 months.