

# Dufry completes store renovations in Sharjah

By **Hibah Noor** on June, 11 2018 | Retailers



Felix Brunner, General Manager, Middle East, India and Subcontinentis seeing steady growth in the beauty category

Dufry has completed its renovations at Sharjah International Airport, where the leading duty free operator has created a state-of-the-art airside retail space, including a flagship beauty department.

At the end of 2017, *Gulf-Africa Duty Free* visited the stunning walkthrough boutique, now under the watchful eye of a new General Manager, Felix Brunner.

The fragrances and cosmetics category takes up around 20% of the space in the store, and sales are increasing. “We have seen steady growth in the past months and are expecting the trend to continue based on our plans,” says Brunner, who adds that the beauty category is among the top-performing parts of its operation.

As well as leading international brands, an area is dedicated to a collection of low-cost perfumes, toiletries, and creams, etc. The items/brands sold here are popular among Indian and Subcontinent passengers, and passengers who are low spenders. “We have seen healthy sales growth in this category as well, especially after they were segregated from the main perfumes and cosmetics area. Among the many brands sold here, the most prominent ones are Nivea, Rimmel, Procter & Gamble brands, Revlon, Adidas, etc.”



Along with big international names like Gucci and Tom Ford, Dufry Sharjah's new walkthrough boutique features Travel Exclusives

Dufry Sharjah launched two new brands, Cartier and Benefit, in the renovated store last year, and is in further negotiations with other premium brands. The Benefit displays located at the entrance of the shop and offers live make-up trials by dedicated make-up artists for customers who want to experience a product demonstration.

Promotion offering free gifts

Most of the customers buying in the beauty category are GCC nationals, mainly from Saudi Arabia and Kuwait, as well as other CIS nationalities, including Russians. Due to currency devaluations and other economic factors, the spending power of these nationalities is not increasing, according to Brunner. The company does not provide details on average spend per person.

The operator recently staged a successful campaign, "Shop for AED 500 (US\$135) on any Perfumes, Cosmetics and Toiletries and receive a free gift". The promotion took place during the month of March and part of April, offering a collection of free gifts such as travel bags, pouches, wallets and backpacks.

Dufry Sharjah is endeavoring to offer items that are unique to the Middle East and Sharjah. "With the new shop design we have created a real sense of place. Moreover, the first Hudson Airside shop has been opened on April 26, 2018," said Brunner.

The company offers a collection of Dufry Exclusives and Airport Exclusives in its assortment. The Dufry exclusives in the perfumes and cosmetics category are items from the existing brands that are for sale only in Dufry shops worldwide. "They keep on changing as soon as the allocated quantities are finished," explained Brunner.



The fragrances and cosmetics category takes up around 20% of the space in Dufry Sharjah's store

Focus on oud scents

At the end of 2017, *Gulf-Africa Duty Free* visited the stunning new walkthrough boutique at Sharjah Airport.

The company started the revamp in May 2017 and the first section that opened was fragrances and cosmetics. The refurbishment then moved into the confectionery area, followed by the alcohol section. The last department to undergo a refresh was the cash desk area.

In a bid to entice customers, the company has localized its fragrances, with more focus on the oud scents for the Arab customers, which is proving successful. The range of Tom Ford products has also been extended.

All the Arab products have been placed on the right hand side, which is very much the focal point of the shop.

The refurbished terminal features 18 video screens that Dufry can adapt to all the local promotions and national days.

Further retail expansion is on the cards. This will include remote locations such as kiosks.