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“Duty Free Paris” opens the largest fashion & accessories boutique at Aéroports de Paris and hosts three luxury brands at Paris-Orly airport

Duty Free Paris (DFP), the joint venture owned by Aéroports de Paris and The Nuance Group, has taken up operations at Paris-Orly airport with a first "CULT" boutique covering 547 square meters, **the largest fashion & accessories boutique at Aéroports de Paris**. The new retail area at terminal sud of Paris-Orly airport also hosts three new luxury boutiques.

CULT : a "sport and accessories" concept

The new "CULT" boutique at Paris-Orly airport is dedicated to sports clothing and accessories. Located at the heart of the retail area, the 547 square meter store offers a variety of brands such as Adidas, Nike, Levi's, Puma, Diesel, Vilebrequin, Eres, Agatha or Thomas Sabo.

A new service for shopping at the airport

Aéroports de Paris installs flight information screens in the shops and in the fitting rooms for a worry-free shopping experience!

The new offer is tailored to match the needs of the international tourists travelling through the terminal to North Africa and the Caribbean. It is one of the largest airport retail areas dedicated to fashion, with twelve fitting rooms, three tills and several sections dedicated to sports shoes, swimwear and jewellery.



3 new luxury brands at Paris-Orly airport



Three new mono-brand stores complete the offer at terminal Sud. Opposite the CULT store, the new boutiques will feature Armani (82m²), Burberry (61m²) and Ralph Lauren (82m²) brands.

embody Paris, the capital city of luxury design.

A showcase for global fashion trends, they

Pierre Graff, Chairman&CEO of Aéroports de Paris declares: *"The four new Duty Free Paris sales points at Terminal Sud of Paris-Orly airport represent an important step for the development of the airport retail business. We are opening nearly 800 square meters with an enhanced fashion and accessories offer and innovative concepts. This new commercial enrichment truly contributes to the upgrading of service quality for our clients"*

Speaking on behalf of The Nuance Group, Andrea Belardini, CEO Europe, explains: *"We are very proud to have worked closely with the commercially focused ADP management to deliver this innovative format at Paris-Orly. The new Cult store will enhance the shopping opportunities for all passenger groups by adding a wide selection of new and well known brands in the sportswear and casual wear categories, and ideal offer for day-to-day purchasing and travel needs. We aimed at putting customer first by investing in range and service, such as the swimwear section which has four dedicated fitting rooms. I wish to thank all the team from DFP and ADP for the continuous commitment and dedication to the development of our joint venture."*

Duty Free Paris – The joint venture owned by the Parisian airports operator Aéroports de Paris and the Nuance Group was founded in 2008 and started operating nine fashion and accessories shops at Paris-Charles de Gaulle Airport in February 2009. The company manages now a total of 27 outlets covering 2,369 square meters. Duty Free Paris aims at opening a total of 28 outlets at Paris-Charles de Gaulle and Paris-Orly airports by the end of 2009.

The Nuance Group – Swiss-based The Nuance Group is one of the global markets leaders in the travel retail industry, operating 430 shops across 58 airports and 19 countries around the globe and employing 5,200 staff. In addition to its duty- and tax-free operation, the Nuance portfolio comprises specialist shops as well as food & beverage operations, distribution, in-flight services and shops in other travel retail channels.

Aéroports de Paris builds, develops and manages airports including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. Aéroports de Paris is Europe's second largest airport services group in terms of airport revenues and the European leader for cargo and mail. Aéroports de Paris accommodates nearly 460 airlines, including the main companies in the air transport industry. With an exceptional geographic location and a major trading area, the Group is pursuing its strategy of modernising its terminal facilities and upgrading the quality of services, and also intends to develop its retail and real estate business. In 2008, Aéroports de Paris Group had revenues of Euro 2,527.0 million and handled 87.1 passengers.

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