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## **NEW FLAGSHIP BEAUTY BOUTIQUE UNVEILED AT DETROIT METRO AIRPORT**

***First-of-its-kind retail space will connect iconic brands with  
customers from around the globe***

DETROIT (May 20, 2014) – A new and unique retail space, featuring exclusive, prestige brands from the **Estée Lauder Companies**, will open this summer at Detroit Metropolitan Airport (DTW). The first-of-its-kind *Beauty Boutique* concept, unveiled by the Wayne County Airport Authority (WCAA) and World Duty Free Group (WDFG), will be located in Detroit's McNamara Terminal *Central Link* retail mall area. The space will showcase prestige beauty products and fragrances from Estée Lauder, Aramis, Clinique, Origins, M•A•C, Bobbi Brown, Tommy Hilfiger, La Mer, Donna Karan, Aveda, Jo Malone London, Michael Kors, Tom Ford Beauty, Smashbox and Ermenegildo Zegna.

The *Beauty Boutique* will feature innovative merchandising, expert beauty advisors, world-class store design and outstanding services tailored to the travelling consumer, preserving and delivering the premium customer experience for which these elite brands are known and respected. Additionally, the boutique will be home to a first-class entertainment lounge area, to accommodate exciting activities such as global product launches, make-up demonstrations and special media events.

The new *Beauty Boutique* will occupy 5,320 sq. ft. in the Central Link area of McNamara Terminal (just past the TSA passenger screening checkpoints) and is expected to open this summer. The boutique will be accessible to both domestic and international passengers.

“The Airport Authority is delighted to partner with WDFG and its team to welcome these elite brands to their new home at Detroit Metro Airport,” said **WCAA CEO Tom Naughton**. “We are particularly pleased to be the first airport, anywhere in the world, to offer this innovative retail concept for the enjoyment of our Detroit travelers.”

“We are proud to be partnering with WCAA and WDFG to pioneer this unique beauty concept in travel retail,” said **Israel Assa, Vice President/General Manager, Travel Retail Americas for the Estée Lauder Companies.** “Travel retail has evolved into one of the most vibrant and fastest growing channels, with our brands setting the bar for beauty retailing excellence in airports around the world. The transformative new retail program at Detroit’s McNamara Terminal will enable us to continue to serve the needs of the traveling consumer in a first-class shopping environment.”

**Antonin Carreau, Global Head of Beauty at WDFG** concludes “We are delighted to have brought together the Estée Lauder Companies and the Wayne County Airport Authority to deliver an extraordinary shopping and travel experience for passengers at Detroit Metropolitan Airport. This trinity-approach project marks another milestone for WDFG as it will be the first beauty store concept of its kind, in travel retail. The powerful international brands of the Estée Lauder Companies will enhance the exceptional commercial offer at the airport and will appeal to our local and international clientele as we strive to exceed customer expectations and enhance their shopping experience.”

In addition to showcasing iconic brands, the *Beauty Boutique* at DTW will include the latest technology designed to enhance and customize the experience for traveling consumers.

This new retail venue will be operated by **WDFG Detroit and Partners, LLC**, a joint-venture of Bethesda, Md. based **WDFG North America LLC**, (formerly Host International, Inc.) and veteran airport retail planners, New York City-based **Byrd Retail Group, LLC**, a Michigan certified Airport Concession Disadvantaged Business Enterprise (ACDBE).

This announcement comes as the Airport Authority recently completed a \$13 million redevelopment of the retail experience inside Concourses A and B at McNamara Terminal, and just announced more than \$31 million in new food and beverage improvements, that will be complete by the fall of 2015.

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### **About Detroit Metropolitan Airport**

**Detroit Metropolitan Wayne County Airport** (DTW) welcomed more than 32 million passengers in 2013 and is one of the world’s leading air transportation hubs. With service from 12 scheduled passenger airlines, Michigan’s largest airport offers more than 1,100 flights per day to and from nearly 150 non-stop destinations on four continents. In 2010, DTW ranked highest in overall customer satisfaction among large airport in the J.D. Power and Associates

North America Airport Satisfaction Study. With two award-winning passenger terminals, six jet runways, and an onsite AAA Four-Diamond Westin Hotel, DTW is among the world's most efficient, customer friendly and operationally capable airports in North America. DTW is operated by Wayne County Airport Authority, which also operates nearby Willow Run Airport – an important corporate, cargo and general aviation facility. The Airport Authority is entirely self-sustaining and does not receive any tax dollars to support airport operations. Visit [www.metroairport.com](http://www.metroairport.com) for more information.

## **About World Duty Free Group**

**World Duty Free S.p.A.**, is the holding company of World Duty Free Group, one of the world's leading travel retailers, operating mainly in airports and with a broad geographical reach. It has operations in 21 countries and more than 130 locations with over 500 stores, from its heartland in Western Europe, to the Americas, the Middle East and Asia. In 2013, the company posted a turnover of more than 2,078 million Euros.

World Duty Free Group's core business is tax and duty free shopping and its proposition covers the complete spectrum of airport shopping including Beauty, Wines & Spirits, Food & Confectionery, Tobacco, Sunglasses, Watches & Jewellery, Souvenirs, Newsstands and Bookstores. World Duty Free Group operates some of the most exciting and engaging airport shops in the world, with a focus on the customer and innovative marketing programmes, including multi channel digital and live in-store interactive promotions.

World Duty Free S.p.A. has been listed on the Italian FTSE MIB 40 since 1 October 2013 with the ticker symbol WDF:IM.

World Duty Free Group has been awarded Airport Retailer of 2013 by Frontier Magazine and has been selected as a Ruban d'Honneur recipient for the Infosys Business of the Year Award category in the European Business Awards 2013/2014. It also won the award the Best Use of Social and Digital Media – Concessionaire category in 'The Moodies' airport digital, mobile and social media awards.

For more information, please visit [www.worlddutyfreegroup.com](http://www.worlddutyfreegroup.com)