

CHANEL in partnership with Lagardère Travel Retail opens a new concept boutique at London Luton Airport

London (1st June 2018) - Luxury Parisian fashion house, CHANEL, has opened a new concept boutique at London Luton Airport. The 65sqm shop in shop will be managed by Lagardère Travel Retail UK & Ireland. The innovative new concept will be the first of its kind for CHANEL Travel Retail globally.

The CHANEL concept at London Luton Airport brings the iconic world of CHANEL beauty to all passengers. The innovative new space invites customers to experience the full range of CHANEL make-up, skincare and perfume. Passengers are encouraged to experiment with the brand's extensive range of textures, tone and colour before purchases are professionally gift wrapped with care and attention in a signature gift box and bag.

In addition, the highly sought after **Les Exclusifs** luxury fragrance collection is now exclusively available in-store. This is the first time the collection has been available at London Luton Airport. With the added and exclusive addition of CHANEL's **Espace Parfum** fragrance bar, the CHANEL specialist beauty consultants can introduce customers to the complete fragrance portfolio, as an intimate and memorable way for customers to experience the CHANEL assortment. Bestsellers CHANEL N°5, Coco Mademoiselle, CHANCE and Bleu de CHANEL will also be available in-store.

Maury Dehen, Managing Director of Lagardère Travel Retail UK & Ireland said, *"The CHANEL boutique opening at London Luton Airport has been a very long time in the making. We are thrilled to announce this new concept store at our UK flagship airport. I really hope our customers will be as pleased as we are with this innovative new concept - delivered by one of our most prestigious brands."*

Jonathon Pollard, Chief Commercial Officer at London Luton Airport notes, *"We are delighted to welcome the new CHANEL boutique here at London Luton Airport – it has been a source of real excitement for us, representing a flagship component of our newly redeveloped terminal retail environment. To have secured the brand's endorsement on the exciting transformation that's ongoing at the airport, is fantastic. Most important of all, we know already our customers love the CHANEL brand and I'm very confident it will be a huge success all round."*

ABOUT LAGARDERE TRAVEL RETAIL

One of the four divisions of the Lagardère Group, Lagardère Travel Retail is a pioneering global leader in the travel retail industry. Operating 4,400 stores across Travel Essentials, Duty Free and Foodservice in airports, railway stations and other concessions in 34 countries worldwide, Lagardère Travel Retail generates €4.5 bn sales (managed 100%). Lagardère Travel Retail has a unique holistic approach aimed at exceeding traveler's expectations throughout their journey, and optimizing landlords' assets and partners' brands.

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