



# Pleasure Trip To Brazil

*Travel retail has its own lure of drawing customers. When we say travel retail, one usually thinks of the shops in the departure zone of airports. The Terminal 2 at São Paulo's Guarulhos International Airport sees a turn of tables with Dufry, a global duty free retailer's arrivals store.*

Spread over 3,400 sq. mt, the Dufry store at the arrival lounge boasts of a hypermarket scale. Dufry has operations in 63 countries and this particular store seems to be among the top-notch revenue generating stores. With shopping categories ranging from fashion, beauty, confectionery, and fine wines to watches, electrical goods and accessory brands, this store has it all. Its scale and diversity earn attraction points and lure customers once they land into Brazil.

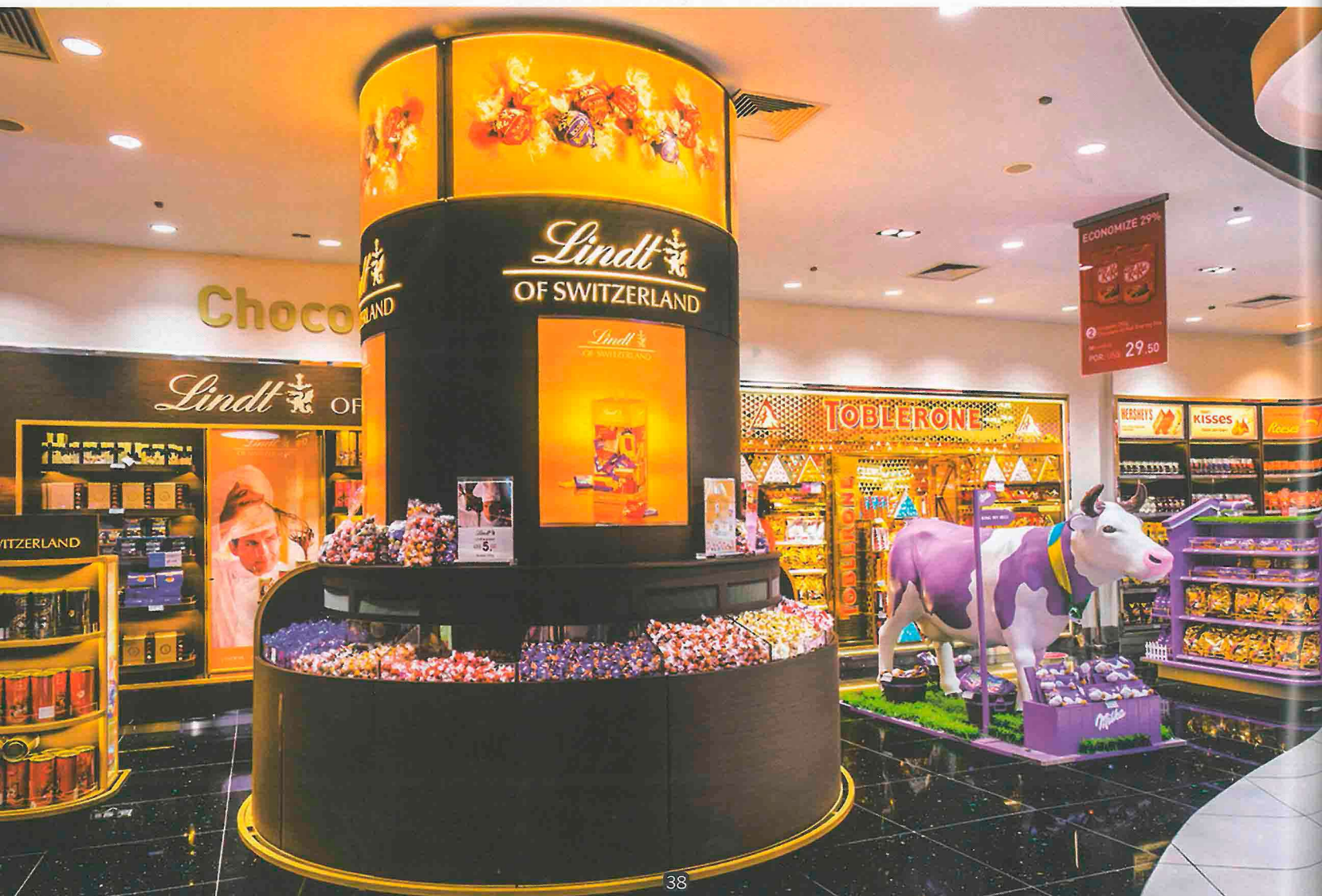
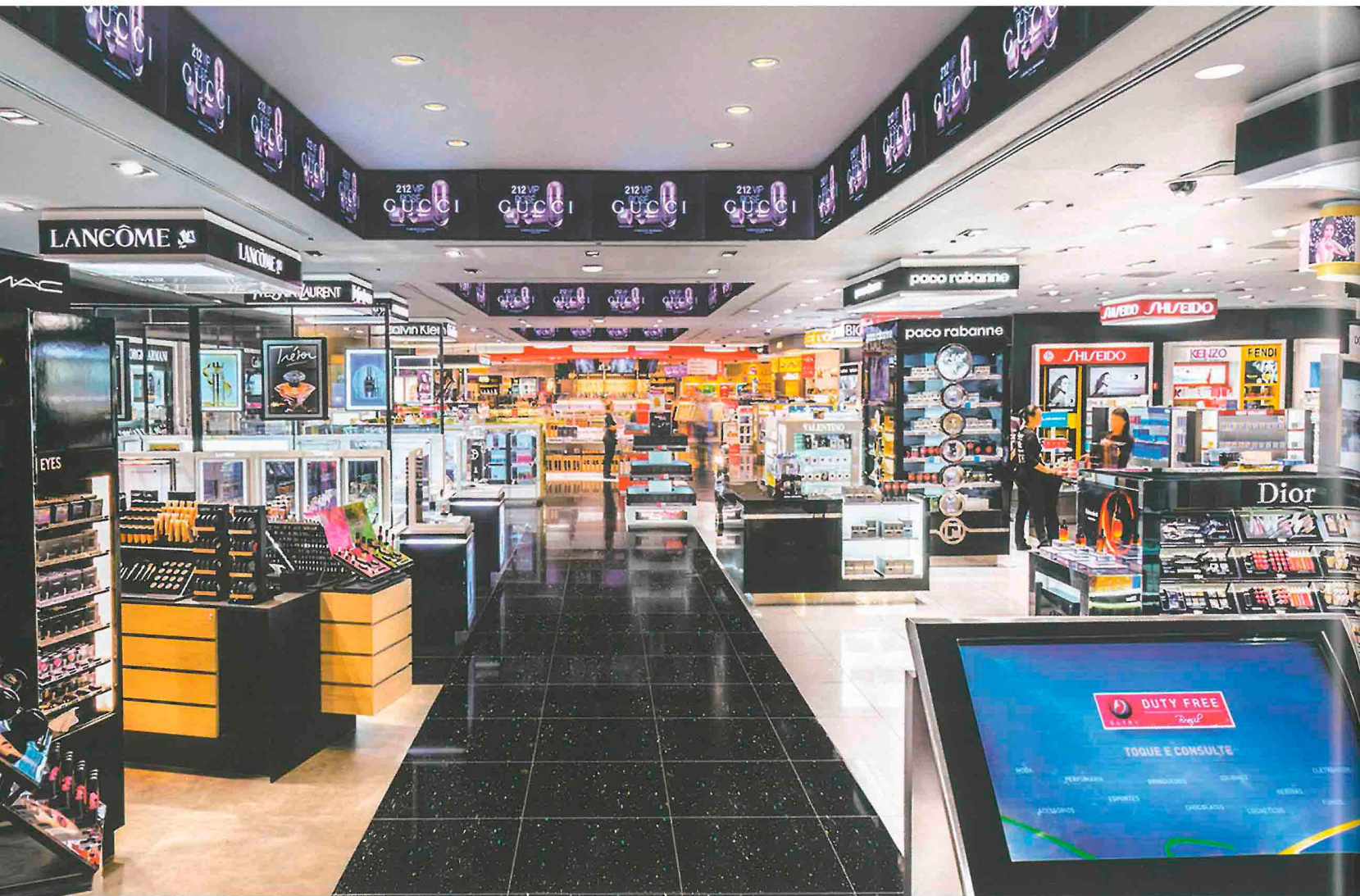
The Sao Paolo airport sees a huge influx of Brazilian travellers and the ratio of Brazilian travellers to foreigners is higher. Brazil is unique in that due to very high import taxes, its airport 'arrivals' stores generate far more revenue than those at the departures. The doubling of import tax allowance from \$500 to \$1,200 for passengers arriving into the country called for a projected increase in business.

JHP, the design brain behind the store, realises this crucial fact and the realisation is quite evident in this store. JHP Managing Director

Steve Collis commented: "A visit to the new Dufry store provides a stimulating experience that blends glamour with great prices, commodities with luxury products. We set out with Dufry to revolutionise the Brazilian travel retail sector. It was a pleasure working with the senior management team of such a passionate and ambitious retailer."

But, of course, tired travellers need to be catered to well so that they can shop in peace. Dufry assures that their luggage is kept at a safe place so that they can relax and move about the store. Retail stores usually do their part in assuring the customer's comfort; but here, the retailer has to go a step ahead to assure the comfort level as (a) the customer is tired and (b) the store flaunts an array of luxury products and so the customers shopping there would also expect a touch of luxury in the experience.

Coffee and cheese rolls are served to the customers. The sales people are well acquainted with the products and brands and also updated with new releases. They





are at the service of the customer whenever required and would have an answer to any of the customer's queries.

Considering it is a travel zone, the sales staff are bilingual or multilingual in a few cases to provide better assistance. Wine tasting, consulting area and rest stops are a seamless integration into the design which are perks to the customers as far as their experience is concerned. On the topic of convenience, digital technology incorporated in the store allows for speedy shopping with the new payment technology which does away with paper slips. Retail technology incorporated shows the customers how much of their tax free allowance they have left. Taking the space on hand as an advantage, this Dufry store provides for spaces for events, product demonstrations and digital branded zones.

The store aesthetics come through the brands as they dress up their own zones. The result -- which was very much intended -- is a colourful and vibrant store which is of course something which is responsible for the glamour quotient of the store.

The entire design of the store emerges from strategic planning; be it the scale, the colours,



the division of space or the zoning. They are all details which eventually lead to a greater good. The heart of the store is a large circular red drum. It is an element which cannot go unnoticed and forms the focal point for different movement paths in the store leading to different zones. The existence of this drum is very crucial and it serves to be the display for the sunglass category. Brazilians happen to be the greatest eye-wear buyers and this point has been taken to its advantage in the design. All customers moving through the store most definitely go through this display stand (a planned design feature of course!) and the sales soar up.

Shopping in travel retail zones, especially arrivals, may not fit into the mindset of many but Dufry here presents the customers nay travellers with an offer they cannot refuse. This store is an example of how customer perceptions can be altered and the power a retailer holds to mould the customer as per his benefit, at the same time having the customer believe that the setup around is all for his benefit -- which also is true! ●

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**Design**  
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