

PRESS RELEASE

Lagardère Travel Retail opens The Fashion Place and Rituals stores at Prague Airport

Prague, December 20th, 2018 - Lagardère Travel Retail opened three multi-brand fashion stores under the brand name THE FASHION PLACE and a RITUALS cosmetics shop, at Václav Havel Airport Prague. Located airside, right after security at Terminal 2, these commercial areas feature the latest design trends and are preview of the large commercial zone that will be launched at Terminal 2 at the beginning of 2019.

"For several years, Prague Airport has undertaken significant development in the area of air connections and within the new services and shops segment. Therefore, we have expanded the retail and gastronomy offer to ensure everyone finds their preferred choice at the airport. We are glad that the Lagardère Travel Retail has decided to enhance its presence at the airport with a new style of shops. They will become a significant part of the future Terminal 2 Business Zone, which will offer new brands and an entirely new restaurant concept, available only at one spot of the entire country only – our airport," Jiří Petržilka, Prague Airport Non-Aviation Business Executive Director, said.

The new fashion shops occupy an area of almost 290 square metres and represent the new generation fashion concept of Lagardère Travel Retail called 'THE FASHION PLACE'. In contrast, the RITUALS cosmetics shop uses a mere 51 square metres.

"The shops are equipped with modern furniture in line with the latest design trends of airport fashion shops. In particular, we tried to make the concept playful and energetic to ensure our customers make their purchases and enjoy a unique shopping experience. Part of the concept is a special product display with a thematic offer which changes and enables regular customers to always find something new at the airport," Richard Kalhous, Lagardère Travel Retail Czech Republic CEO, said.

The shops are open daily from 6 a.m. to 10 p.m.; the staff will greet customers in Czech, English and Russian.

The fashion shops carry garments by prominent brands such as Hugo Boss, Polo Ralph Lauren, Lacoste, Tommy Hilfiger and Superdry, as the latest addition, and also offer leather goods and luggage items by Furla, Longchamp, Michael Kors, Tumi, Samsonite, Herschel and Eastpack. There is a selection of watches, sunglasses and jewellery by Swatch, Tissot, Certina, Swarovski, Tous, Calvin Klein, RayBan and more. RITUALS - with its unique design and exclusive services - represents the cosmetics department at Terminal 2. Its unique shop offers a wide range of cosmetics, scented candles, perfumes, teas and products designed exclusively for travel retail.

