

PRESS RELEASE

The Fashion Gallery opens at Vienna Airport, with a Viennese flair

Vienna, September 5th, 2019 - The official opening of "The Fashion Gallery" took place today, September 5, 2019, in the presence of Frédéric Chevalier, COO Europe, Middle East and Africa Lagardère Travel Retail and Julian Jäger, Member of the Management Board of Flughafen Wien AG.

"The Fashion Gallery" does justice not just to its name but also to fashion.

The Paris-based travel retailer Lagardère Travel Retail provides a completely new shopping experience at Vienna Airport with a prestigious line-up of brands such as Michael Kors, Hugo Boss, Ermenegildo Zegna, Longchamp, Tag Heuer, Chopard and many other brands in a 800sq m state-of-the-art retail space in the Plaza at Terminal 2 behind security.

"On the basis of our shopping and restaurant offering, we want to make the stay at the airport as comfortable and diversified as possible. "The Fashion Gallery" not only brings many top brands together under one roof, but also ensures a special flair with a virtual journey in the heart of Vienna", states Julian Jäger, Member of the Management Board of Flughafen Wien AG.

"Fashion is a very important category for us and key strategic asset for Lagardère Travel Retail. The opening of another Fashion Gallery proves that our concept has truly become a brand in itself, highly appreciated by landlords as well as brands. The launch of our fashion activities in Austria further strengthens our relationship with Vienna Airport and accelerates our development in Austria", added Frédéric Chevalier, COO EMEA for Lagardère Travel Retail. With 353 stores in 86 airports in 23 countries, Lagardère Travel Retail is the first global operator in Fashion at airports.

The Fashion Gallery, a global winning concept

The Fashion Gallery is a highly successful multi-brand concept of Lagardère Travel Retail, present at worldwide airports, from Amsterdam Schiphol to Singapore Changi, Madrid Barajas, and more recently Geneva Airport. It has been cleverly designed around a unique shop-in-shop layout, in which

individual brands are highlighted and the open sales area ensures a varied offering of fashion and accessories. The wide-ranging product portfolio ranges from women's and men's fashion, both business and casual, and also includes shoes, leather goods, jewellery, watches, glasses and seasonal fashion and travel accessories. Numerous brands are represented here e.g. Breitling, Omega, Longines, Furla, MCM, Tumi, Mont Blanc, PRADA, Rado, Samsonite, Tissot and Coccinelle.

A strong Viennese flair

The Fashion Gallery also offers a special highlight right at the entrance, featuring the largest LED wall in Europe. Practically starting from "The Fashion Gallery, a virtual flight is simulated over the Vienna city center to the Hofburg Palace in Vienna. Thanks to this state-of-the-art technology, passengers can experience an immersion into the Viennese traditional lifestyle and ambience.

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 4,600 stores across Travel Essentials, Duty Free & Fashion and Foodservice in airports, railway stations and other concessions in 35 countries worldwide, Lagardère Travel Retail generates €4.9 bn sales (managed 100%).

Lagardère Travel Retail has a unique holistic approach aimed at exceeding travelers' expectations throughout their journey, and optimizing landlords' assets and partners' brands.

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