



The largest core duty free concept in our portfolio

Aelia Duty Free Next Generation was created to meet our travelers, landlords and brands' expectations

The objective of Aelia Duty Free Next Generation is to create a memorable duty free experience, relying on 4 pillars:

- **Facilitation:** Duty free shopping needs to be facilitated, by making categories visible and understandable, with price benefits vs the high street, and product knowledge, so that the shopping experience is truly seamless and most of all, unforgettable. We develop new services to ease our customers' journeys: Click&Collect, Shop&Collect.
- **Care:** with obvious consideration for Aelia shoppers and leveraging on the brand's ISO certified OSCAR training program, a new protocol of service has been created for Aelia Duty Free Next Generation, in partnership with Luxury Attitude, a specialist in building signatures of services. Signature of services nourish the way the staff addresses travelers.
- **Here and Nowhere Else:** to be memorable, the experience at Aelia Duty free is unique. Each location highlights the uniqueness of local specificities through iconic features, products and sensations of place. The concept also integrates interactive & immersive retail experiences within each category creating retailtainment & emotion at each step of the customer journey.
- **The Art of the Gift:** Most of travelers come into Duty Free stores with the idea of buying a gift. For Aelia Duty Free Next Generation the gift is a statement highly visible from consumer through service signatures, gift wrapping, product merchandising and selection. « The Art of The Gift » is the brand signature and sums up the brand positioning.
- The offer strategy relies on a collaborative and innovative approach with brand partners, leaders on their markets (Perfumes, Cosmetics, Alcohol, Tobacco and Confectionery).



12
countries



133
stores



1
station