

Heinemann opens Klia2 concept store: be Duty Free



**Heinemann Asia Pacific has officially opened its largest cross-category duty free concept store at Kuala Lumpur International Airport's much-delayed low-cost terminal Klia2.**

Called 'be Duty Free, but also known as the Brand Emporium, it measures 1,240sq m and is located in international departures before the Sky Bridge that leads to the terminal's satellite building.

Trading 24 hours a day, the shop carries more than 200 brands and 4,000 products across multi-categories including beauty, fashion, travel accessories, toys, confectionery, local delicacies and souvenirs (*more store details below*).

Max Heinemann (*left in main picture*), CEO of Heinemann Asia Pacific, a wholly-owned subsidiary of Germany's Gebr. Heinemann, says: "We went all out to create a truly fun and engaging retail environment, with many new discoveries every time. We are very excited to open our first travel retail store at klia2."

Puan Faizah Khairuddin (*centre in main picture*), Senior General Manager Commercial Services, Malaysia Airports, adds: "I am confident that be Duty Free will provide a unique shopping experience to our travellers while underscoring klia2's position as a lifestyle transportation hub."

So far trading at the store is below expectation, *TRBusiness* reliably understands. This is in line with the fact that in the **first half of the year**, sales per passenger at the new terminal have been lower than in other terminals at the airport.

The main terminal building produced per head sales of MYR 35.73 (\$11), the existing LCCT generated MYR 21.25 (\$6.53), while Klia2 managed just MYR 14.57 (\$4.48). Malaysia Airports has blamed the klia2 performance on the fact that only about 70% of outlets had opened by June 2014. The operator hopes that international traffic growth will boost sales in the second quarter.

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## SHOP TOUR

Inspired by the modern design of the klia2 terminal, be Duty Free's store concept is futuristic, with primer screens welcoming passengers at the main walkway, and engaging them further with animated colour-changing entrance portals.

Split into four main shopping areas, the store presents its large product assortment across eight key categories.

Beauty, in the 'be inspired' zone, is the first shopping section travellers see features top international cosmetics brands including Chanel, Dior, Estée Lauder, Lancôme and SK-II, providing a luxurious and welcoming shopping experience.

It is divided into 'be beautiful' (skincare and cosmetics) and 'be alluring' (fragrances), the second shopping area consisting of popular beauty brands including Calvin Klein, Clinique, Chloe, Davidoff, MAC, Guerlain and Sisley.

## PODS & TUBES

A dome-shaped skincare discovery pod in 'be beautiful' adds an extra dimension to the shop while two 'Fragrance Tubes' are in the 'be alluring' fragrance area, allowing customers to experience fragrances in their 'purest' state, with no other interfering odours from the environment.

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The third shopping area includes 'be playful'

(toys), 'be sweet' (candies and chocolates), 'be indulgent' (fine confectionery) showcasing brands like Barbie, Hot Wheels, Lego and My Little Pony together with Godiva, Guylian, Haribo, Hershey's, M&Ms and Ritter Sport, all under one roof.

A pick n mix station provides a huge assortment of candies and a dedicated Lego play area allows children to build their own Lego creations, with a huge Lego 'Yoda' greeting shoppers at the entrance.

Fashion and travel accessories are found in 'be smart' together with 'be local' (local delicacies and souvenirs) which make up the fourth and last shopping area (*right*). The fashion area is split into the 'adventure holiday' and 'beach holiday' with an array of products like Bagllerina, Breo, Lomography, Pashma and Prada Sports. Travel accessories brands Flight 001's shop in shop, is encapsulated in a life-sized airplane fuselage, with animated screens in the windows.

Inspired by famous local 'Wau Bulan' kites and KL's iconic Petronas Towers, 'be local' is rich with Peranakan prints and batik arts, creating a sense of place. Wood carvings are found throughout the store. Local food brands like Fung Wong, Ghee Hiang, San Shu Gong, and Cameron Highland tea can be paired with local souvenirs brands like Arch, myBatik and PETTGS for gifting.

To celebrate the official opening, be Duty Free is offering travellers a chance to win a trip to their dream destinations by participating in a lucky draw which starts today and ends in February.

**Below:** Max Heinemann, Chief Executive Officer, Heinemann Asia Pacific explaining the Fragrance Tube that allows customers to experience fragrance at its 'purest' state to Datuk Badlisham Ghazali, Managing Director, Malaysia Airports.

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**[Top image** (from left): Max Heinemann, CEO, Heinemann Asia Pacific; Puan Faizah Khairuddin, Senior General Manager Commercial Services Division, Malaysia Airports and Datuk Badlisham Ghazali, Managing Director, Malaysia Airports in the 'be local' area featuring popular local brands.]