

Lotte opens nine Guam boutiques



Guam Airport retailer Lotte Duty Free has opened nine luxury boutiques at Guam International Airport as part of its \$17m retail commercial refurbishment.

The new stores include bally, Bulgari, Burberry, Chloe, Coach, Loewe, Salvatore Ferragamo, Tory Burch and Tumi and are located post security and after Lotte Duty Free's core duty free offer.

The Tory Burch boutique is a first for Guam Airport and only the third airport opening from the brand, behind Seoul Incheon Airport with Lotte Duty Free and also at Singapore Changi Airport.



"As part of the final phase of our redevelopment, the new boutiques are the cherry on the cake and represent a key part of the business at Guam," said Jamie Lee, CEO of Lotte Duty Free Guam.

"Lotte Duty Free has very strong relationships with many of the world's leading luxury brands and we are proud to partner with them and Guam International Airport Authority in Lotte Duty Free's premier airport location outside of Korea. Pleasingly, Guam's passengers are really recognising the step-change that Lotte Duty Free has brought to the retail experience."



The new retail experience at Guam Airport was conceived and developed by the retail designers Lightfoot Space, part of the specialist travel retail agency Lightfoot.

Guam International Airport handled almost 1.4m passengers in 2013, predominantly made up of Japanese and Korean tourists, with increasing but modest numbers of visitors from Russia and China.

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