



Shilla Duty Free is making major upgrades and increases to its retail space for 'popular brands' in its airport and downtown stores in Seoul.

With Chinese customer numbers and spending growing strongly in the flagship Seoul store, Shilla Duty Free has made a number of significant changes, according to Senior Executive Vice President & Head of Duty Free Business Jason Cha.

Among recent developments Shilla completed the renovation and expansion of its Louis Vuitton boutique in December which is located immediately to the left of the flagship store entrance.

The boutique was extended internally into space previously occupied by the Gucci boutique which moved opposite to a vacated multibrand boutique.



The busy Shilla Duty Free store in Seoul, pictured last month.

EXPANDED LOUIS VUITTON LINE

The extra space in the enlarged Louis Vuitton boutique is being used to display travel line items and the Louis Vuitton men's collection. A second entrance has been installed providing access to the rear of the boutique.

Meanwhile, at the end of last month Shilla opened a Givenchy boutique in the rear of the entrance floor level occupying space previously used for the La Collection multi-brand shoe boutique which has relocated to a new location in the second floor ready-to-wear area.

Cha noted that work continues next to the Givenchy boutique in constructing a new outlet for Bottega Veneta. Space for the new outlet has been created by moving the Coach boutique which formerly occupied the spot to a new location on the second floor.

Installation work is also underway nearby at the rear of the entrance floor level on a new Tod's boutique which will open later this year. Tod's is replacing the Chloe boutique which has also been moved to the second floor.

Cha says that a change in shopping trends among the flagship store's customers has helped Shilla create space to move the Coach, La Collection and Chloe boutiques to the second floor.

TOP IMAGE: The new-look and recently expanded Louis Vuitton store managed by Shilla Duty Free, pictured at Incheon Airport last month.