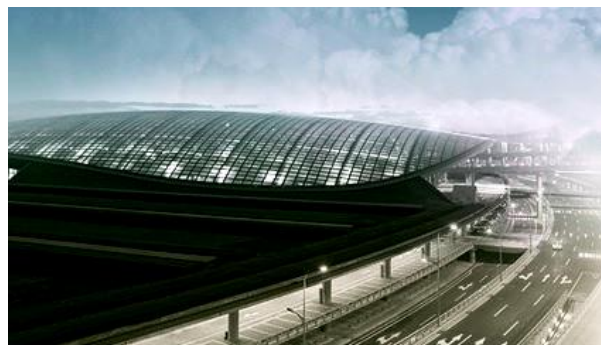




Beijing Capital Airport Commercial & Trading Director Foster Fu says local silk brand ASILK has finished its refurbishment and reopened on 19 December.

The newly reopened store is located in the East Wing on the fourth floor in Beijing Airport's Terminal 3 and enjoys one of the best passenger flows.

Fu says the store is offering its 'attractive pyjamas, gowns, underwear, handkerchiefs and scarves which are all said to be very popular high sales items.'



[Pictured right] Beijing KILN State Gift.

He said silk products continue to be 'one of the most important elements that must be included in our shops to build *[the]* best commercial atmosphere during the process of travelling'.

Silk and limited editions at Beijing

He adds that this symbolises the traditional 'silk road' culture widely spread across Asia throughout the historic trade journeys pioneered more than 2000 years ago, with silk products 'increasingly more popular and welcome' amongst passengers.



[Left] Beijing Erdos State Gift.

QUALITY LOCAL PRODUCTS

Fu says that the new refurbishment incorporating foil brick, painted beams, hanging ribbons, colourful lights and other aspects have greatly improved the quality of the store.

In addition, he also points to a number of State Gift products, which are very popular with the presences alongside other brands in the airport's terminal shops. In particular, he refers to Erdos 1436 and Song Dynasty Royal Kiln as frequent purchases by passengers.

These limited edition products were made available for sale in selected shops from December 19, says Fu and include: Splendid Rivers; Mountains for Erdos 1436; Heaven Revolution; Happiness Pen Rack; Ruyi for Good Omen; and Song Dynasty Royal Kiln.

Silk and limited editions at Beijing

Fu adds that these gifts are often given to foreign delegations and dignitaries as a token of appreciation when making state visits or attending conferences and this is expected to heighten customer interest in these items now that they are available for sale in the airport.

TRB BUSINESS