After four years of reconstruction, Aéroports de Paris (ADP) is reopening Paris Charles de Gaulle Airport Terminal 2E today, and with 31 shops the new facility is expected to be a retail showcase for Société de Distribution Aéroportuaire (SDA), the joint venture company of Aelia and Aéroports de Paris (ADP).

Jean-Baptiste Morin, Président, Chairman and CEO of Aelia told TREND earlier this year that this will be a very significant development, since T2E will house the Sky Team group of airlines and act as the Paris hub for Air France. He also believes that the spacious area will be much better for retailing compared with the cramped spaces that SDA and Aelia have to work from in other parts of Charles de Gaulle airport. Morin says that T2E will also greatly assist in better customer flows at the airport.

Pascal Bourgue, ADP’s Director of Retail, Communication & Marketing told TREND that he is also excited about the opening since the retail space is much better in this location than any other at CDG.

The new terminal is reopening today some four years after a terrible accident saw a 30-metre section of a boarding area roof collapse in T2E, killing four people and the investigation into what actually caused this accident is still ongoing. The new terminal area comprises an additional 1,000sq m of retail space which will feature several SDA concepts and a number of luxury boutiques.

An area of 375sq m has been dedicated to beauty through SDA’s Beauty Unlimited store, which is promising continuous demonstrations to build personal relationships with customers and ADP says that a special focus has been placed on French gastronomy within the overall offer. ADP said: ‘For the first time in an airport, La Maison du Chocolat and a Ladurée outlet are opening in Terminal 2E. These two symbolic names in French gastronomy are offering an exclusive selection of their products, adapted for the international clientele in the terminal.’

Besides offering an impressively diverse food and beverage offer, ADP’s Retail Director Florence Lenne says a great deal of importance has been placed on the shops in T2E: ‘Our customers are spending more and more time doing shopping at the airport. For a proportion of our clientele – businessmen, frequent flyers – this is even the only time when they do their shopping. Consequently, they want to find their preferred brands and products at the airport. By providing them with more than 40 sales outlets, we are offering them a wide range of products, prices and even names newly introduced at the airport.’

Asked why there are so many outlets dedicated to luxury, she said: ‘This bias is a response to the expectations of our customers. Through our research, we are finding that our passengers are on the lookout for luxury brands that embody the magic of Paris, whether it is fashion, beauty or gastronomy. A new aspect is that they now want access to designer clothes. Today, we are offering them a selection of brands that meet this demand.’

The shopping gallery at the T2E concourse offers passengers 31 shops and seven bars and restaurants, spread over 4,600sq m. Shops include names such as Cartier, Chaumet, Rolex and Van Cleef & Arpels (an airport exclusive) and in total some seven sales outlets are dedicated to jewellery and timepieces. ADP says it also has ‘a showcase’ of fashion boutiques, including Dior, Prada, Ralph Lauren and – for the first time in an airport – an Yves Saint Laurent boutique. These are in addition to the offerings from Baccarat, C?line, Hermès and Ferragamo, plus C?cile et Jeanne, Furla, Hugo Boss, Lacoste, Longchamp, Lancel, Sonia Rykiel with its Karma range, Samsonite, Swarovski and Tumi.

ADP said: ‘New designers are also setting up at Aéroports de Paris. The Printemps store offers, as an airport exclusive, the brands Zadig & Voltaire, Paul and Joe, Repetto, Marc by Marc Jacobs, and G?rard Darel. For the little ones, the ‘Quand le Chat n’est pas là?’ store welcomes the brands Kenzo, Burberry and, exclusively, Bonpoint.’
As reported before, the Terminal 2E concourse is dedicated to international flights of the Air France SkyTeam alliance. In particular, it will serve the US, Asia, Africa, South America, Eastern Europe and other destinations and eventually will be able to handle 7.6m international passengers a year. The concourse has the capacity for 10 aircraft contact stands for jumbo jets and medium carriers and from the summer of 2009 a further four will be opened.