

Nuance and partners' new luxury Geneva store

Dufry-owned Nuance has revealed its new Geneva Airport 'state-of-the-art' beauty store featuring IOMA, Tom Ford Beauty and La Prairie.



Besides the well-known beauty brands that are featured, the store is also supported by the all-important beauty advisors who are on hand to take care of customers in the dedicated spaces allocated to each individual brand.

Amongst the new offerings, IOMA is making its global travel retail debut at Geneva Airport [**following a test space last year**] with its advanced skin care technology including the brand's 'revolutionary skincare diagnosis device' – IOMA Sphere 2. Nuance says: "This unique technology analyses the individual skin type of the customer to create a tailor-made skin care product in store."

In addition, Tom Ford Beauty will be opening a new beauty counter carrying its portfolio of cosmetics and fragrances, while a luxurious La Prairie boutique also features in the offer, presenting its 'fusion of Swiss science, art and rare ingredients' through its premium skincare range.

Commenting on this new development, Henrik Ottosson, Nuance's Head of Category for P&C and Food EMEA said: "Together with the airport and our partners we are continuously exploring innovative ways to bring excitement to our passengers."



"The latest developments underpin our ambition to create beauty sparkle in the travel retail industry. This is once again an important launch underlining our commitment to add another degree of customer service and to upgrade the shopping experience at Geneva Airport. I would like to thank our brand partners, and Geneva Airport for their long-term support and commitment".

BRAND PARTNERS' COMMENTS...

Reinforcing IOMA's product credentials, Jean Michel Karam, CEO and Founder added: "IOMA is a game changer. For each woman, her precise diagnosis, her personalised skincare solution and the proof of results, it's unique. With IOMA and the Personalised Precision Skincare, each woman is the starting point of her beauty."

Last, but not least, Laurent Marteau, Head of Travel Retail Worldwide, La Prairie added: "La Prairie is excited to expand its personalized boutique concept with Nuance and Dufry at the new luxury beauty store at the Geneva Airport. This boutique debut follows a successful partnership in Zürich Airport, where a flagship boutique opened in August 2012.

"This new boutique in Geneva showcases La Prairie's dedication to high-touch service in an inviting setting, offering a selection of facial treatments and personal consultations to its customers, so that the global consumer can experience the best in luxury, innovation and service.

Meanwhile, Nuance says it has enjoyed a long-term partnership with Geneva Airport, offering a world-class service to the 14.4m travellers visiting the airport annually. The company adds: "Currently operating Geneva's main duty free and arrivals stores, Nuance aims continuously to develop its retail offer and has hosted a variety of events and promotions over the past years, including wine tastings, the recent World Cup promotion and many seasonal events.

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“Geneva Airport connects passengers to around 13 direct destinations worldwide and alongside Nuance offers travellers the highest quality experiences throughout their journey.”

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