



A new beauty shop at Beirut's Rafic Hariri International Airport in Lebanon has seen a sales uplift after opening.

The unit, which features a raised ceiling, bespoke light fixtures and three large promotional areas, also gives brands much more flexibility to express their identity to deliver a better brand experience.



Ciaran O'Neill (*left*), General Manager of Beirut Duty Free, comments: "Initial sales

figures showed an immediate increase and this was especially evident in make-up, where the new lighting system allows customers to see the real colours and shades more clearly.

"In general, reaction has been overwhelmingly positive and many have commented that the shop has a much more luxurious feel, very similar to a high-end department store."

The sales rise comes at a time when tourism traffic to Rafik Hariri International has been falling; last year it was **down by almost -7% to 1.2m** having reached a high of 2m in 2010.