

In an exclusive interview, Copenhagen Airport's new Chief Commercial Officer (CCO) Peter Krogsgaard, told TRBusiness that it's new mission is to go from 'good to great' and to take it's retail and customer service to a new level.

Krogsgaard told *TRBusiness* in Cannes earlier this week: "The challenge for us is to go from good to great and to take [retail] to a new level...we need to excel in customer service and the shopping experience."

Copenhagen revealed that part of its strategy will be to cater to more children at the airport, with the addition of new store Tinderbox, joining Hamleys and Lego to round out the retail offer. Directed at fashion-conscious parents, the Tinderbox concept offers high-end childrens fashion from top international brands such as Stella McCartney Kids, Little Marc Jacobs, Tommy Hilfiger and Kenzo.



Copenhagen Airport's new mission 'to go from good to great' CPH shopping street.

Well-known Nordic brands such as, Mini A Ture, Rosemunde and Mini Rodini will also feature. A range of accessories, gadgets and toys – to be played with and demonstrated in store – will further entice customers.

Customers will also be able to view and share items from an online catalogue made possible by free WiFi provided in store. Passengers can also pre-book Tinderbox's personal shopping service. CPH is increasingly aware that customers expect not only free WiFi, but a strong online offer.

"We can't overstate how important our online business is and its growth is very significant," added Krogsgaard. "We need to be extremely ambitious...our customers shop online all the time and they expect airports and airlines to be able to provide the same service."

Copenhagen Airport prides itself on its bespoke retail and F&B concepts, and its ability to offer a myriad of both well-known and local brands at varying price points; the retail blend of H&M and Victoria's Secret with the likes of Burberry, and Bottega Veneta is refreshing in an increasingly luxury-dominated industry.



"I think it's fair to say we have a great balance of retail at

Copenhagen Airport," Krogsgaard told *TRBusiness*. "You'll find fair-priced, mid-priced and premium goods to cater to the audience that we have at our airport. We'll continue to have this going forward. There are challenges in the market; price pressure from the domestic market, online pressure etc...but the opportunity to seize business via online and mobile is great...we need to get our learning from outside the

Copenhagen Airport's new mission 'to go from good to great' industry.

Tinderbox pulled out all the stops at the grand opening of its Copenhagen Airport shop, just before the autumn holidays, on 10 October. Activities available for children and teens of most ages, in the first days after the opening, involved nail painting, performing clowns and the opportunity to take part in a treasure hunt or enter an instagram selfie competition.

Echoing Krogsgaard's sentiments, Lise Ryevad, Director of Airport Sales at Copenhagen Airports A/S, said of the opening: "We are very focused on offering travellers the right mix of shops to ensure that each visit to Copenhagen Airport feels like an exiting and new experience.

"Tinderbox fills a demand from our passengers and supports our strategy for the shopping centre. It offers high-quality products and ensures a more differentiated product offering for the many different people travelling through Copenhagen Airport each day."



The opening of Tinderbox at CPH in October.

"Our unique personal shopping service offers customers a new experience at the airport and, importantly,

Copenhagen Airport's new mission 'to go from good to great'

the opportunity to shop practically without having to worry about time constraints at the airport," said Jacob Pedersen.

"We also have high expectations of our collaboration with Copenhagen Airport and the many digital platforms particularly the CPH Advantage programme so that we can give our customers the best possible experience and offer them the greatest advantages."

Tinderbox stocks more than 40 brands of Nordic and international childrens fashion, including: Little Remix, Hugo Boss, Chloe, Little Marc J, Stella McCartney, Kenzo, Sonia Rykiel Enfant, Tommy Hilfiger, Diesel, Pepe Jeans, Petit Bateau, Rosemunde, Soft Gallery, Mini Rodini, Wheat, Miniature and MP Strømper.

Below: Copenhagen Airport is keen to cater to children with the addition of the new Tinderbox store.

