

DFS and L'Oréal open first NYX airport store at JFK

Operated by DFS Group, cosmetic brand NYX has opened its first airport store (worldwide) at John F. Kennedy International Airport's Terminal 4.



Located near gate B23, the store carries the 'best of NYX Professional Makeup' as well as the 'hottest' product launches.

"The Terminal 4 store will provide travellers with all of the innovative technologies that make shopping at NYX Professional Makeup a different and exclusive experience, in addition to more than 2,000 products – all at duty free prices," insist DFS and NYX.

The Beauty Bar, an interactive makeup station, allows passengers to explore new makeup techniques while watching video tutorials and the the Instagram 'Trending Wall' features the latest looks for inspiration.

A PLAYGROUND FOR BEAUTY JUNKIES

"This store, like all other NYX Professional Makeup stores, is a playground for beauty junkies who love to have fun with makeup," adds NYX.



Developed specifically for travel retail, the Terminal 4 store is described as an immersive candy-shop type experience for makeup fans.

Yannick Raynaud, L'Oréal Travel Retail Americas General Manager says: "We are very excited to bring to our passengers in the US a unique of its kind experience in airport with the first NYX Professional Makeup store. [Its] an immersive 'candy-shop' type experience for makeup fans, who can discover latest trends,

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get inspired, be delighted and indulge 'guilt-free' while travelling.

"This brand adds to the L'Oréal Travel Retail strong and diversified portfolio of brands and enables to recruit new customers."



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Developed specifically for travel retail, the Terminal 4 store debuts a Gift Bar with palettes and sets displayed. To enhance the shopping experience, the store also features a best-seller wall and 'Hot New Now' area dedicated to the latest product launches.

NYX AT DUTY FREE PRICES

"Terminal 4 is proud to host the first NYX Professional Makeup airport store and we're delighted to have this unique addition to our award winning concessions program," said Roel Huinink, President and CEO of JFKIAT, the company which operates Terminal 4.



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"Thanks to the partnership with DFS Group, our passengers will be the first to enjoy NYX products at duty free prices."

Christophe Marque, Senior Vice President Beauty DFS Group says: “DFS Group is thrilled to partner with L’Oréal Travel Retail in hosting the first-ever NYX Professional Makeup airport store globally at DFS, New York John F. Kennedy International Airport.

“We aim to continually bring innovative and exclusive experiences to our discerning traveling customers, and we are sure they will find plenty of inspiration at NYX Professional Makeup.”