

ShopGallery targets 'virtual stores' in Argentina

Travel retail 'virtual stores' could arrive at Argentina's top 10 international airports under new plans from duty paid retailer ShopGallery.

The planned outlets will incorporate a function for customers to scan product barcodes, purchase and leave in a frictionless manner similar to Amazon Go (*see below for further information*).

Virtual stores will appear close to the departure gates in airports where ShopGallery possesses a physical store footprint, allowing passengers to make last-minute purchases that they can then collect from designated ShopGallery e-lockers at arrival destinations.

"Our focus this year will be technology and innovation," a ShopGallery spokesperson told *TRBusiness*.

"Our virtual stores will be the way we can reach new clients, by having contact with them in those airports where we do not have real stores."



ShopGallery outlet at Aeroparque Jorge Newberry International Airport.



E-LOCKERS

Another initiative is the launch of an app that twins with the e-lockers service, enabling swift, hassle-free purchasing at the virtual stores.

ShopGallery says the app can also be used onboard Argentina's flag carrier Aerolíneas Argentinas.

Founded in 2001, ShopGallery is part of Corporación América – an Argentinian holding firm that operates in a range of vertical markets including airports, retail, technology, energy, services, agro industries and infrastructure.

The duty paid, chain store set-up offers customers national and international travel retail brands across fragrances, cosmetics, clothing, spirits, confectionery, eyewear, watches, children's toys, tobacco and luggage.

Last year, it introduced new names exclusive to the Argentinean market such as Victoria's Secret, Banana Republic and Kipling, with more planned this year.

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At present, ShopGallery has a bricks and mortar store presence at Aeroparque Jorge Newbery International Airport in Buenos Aires, Cordoba International Airport, Mendoza International Airport, Sheraton Mendoza Hotel, Bariloche International Airport and Salta International Airport.

Currently, customers making purchases instore can take advantage of the complimentary Gallery Safe e-locker service at Jorge Newbery International Airport, allowing them to collect their goods from designated e-lockers at their arrival destination by entering a locker barcode.

The barcode is visible on a ticket issued at the time of the purchase made on departure or via an SMS.

Aside the electronic services, ShopGallery is set to open ShopGallery Iguazú later this year.

"The store will be a small one, convenience format, specially planned for those tourists going out to Iguazú and other tourist zones of Argentina," a ShopGallery spokesperson added.

VIRTUAL STORES: HOW THEY WORK

- Choose your product(s) from ShopGallery's virtual stores soon to be situated at many of Argentina's important airports
- Scan the item(s) QR code using your mobile phone via an app or online using the free instore WiFi service
- Pay using your credit/debit card and provide your flight number
- Pick-up the product(s) from one of the ShopGallery smart lockers at Jorge Newbery International Airport.



ShopGallery will open a new location in Iguazú in mid-2018.