

Westfield is bringing 18 new F&B and retail outlets to Los Angeles Terminal 6 in partnership with Los Angeles World Airports.

The retail and food and beverage developer says these new outlets will include 11 Los Angeles area concepts, plus 13, which are entirely new to the airport.

Westfield says this is part of its programme to transform the 'traveller experience at LAX through luxury retail, sophisticated dining, and world-class design and amenities at Terminals 1, 2, 3, 6 and Tom Bradley International Terminal."

"Much like Los Angeles is a collection of diverse neighbourhoods woven together by boulevards, Terminal 6 will unite three disjointed buildings into a seamless experience for travellers through the best in dining, retail, design and amenities," said Dominic Lowe, Executive Vice President, Westfield.

"We are thrilled to continue to partner with Los Angeles World Airports to bring the best of L.A. into LAX as the airport transforms into a landmark befitting of this great city."



THE BOULEVARD 'NEW VISION'

The new design vision is called 'The Boulevard' and will comprise 'bold architectural lighting' plus 'exciting digital technologies', according to Westfield.

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A cohesive use of materials will also be used to create 'a relaxing, yet dramatic environment' aimed at replicating the experience of travelling along Sunset Blvd. from downtown Los Angeles to the Pacific Coast Highway.

The developer said: "The meandering curves in Bel Air and Brentwood inspired the retail and dining districts, while a calm glowing bar becomes the ultimate destination to relax or recharge before a flight.

Constructed in 1961 and expanded in 1979, LAX's T6 is currently home to 14 gates and five carriers serving both domestic and international travellers. Last year the facility served more than 8m travellers.

The developer adds: "The design will open up the interface between the original terminal and its connector – built more than a decade later – to create more space and new sightlines to shopping, dining and gates.



COMFORTABLE GATE LOUNGES

Gate lounges will feature café, lounge and communal seating with 'ample charging outlets' to offer travellers the option to work, relax or socialize before boarding."

The new retail outlets being introduced to 'MARKET 8600' include M. Fredric designer apparel for men, women and children; international business, accessory and travel lifestyle products from Tumi; Relax at XpresSpa; MAC Cosmetics; See's Candies; and Belkin electronics.

The F&B offering includes Italian cuisine at Osteria by Fabio Viviani; The Habit Burger Grill; Wahoo's Fish Taco; Blu2o; Earth Bar; Point the Way Café; Starbucks (2); Los Angeles News; Access Hollywood; and Sunset News.

Westfield's operating partners at Terminal 6 include Delaware North, HMSHost, Hudson Group, J&H Enterprises, SSP America, Tumi, Inc., World Duty Free Group and XpresSpa. In addition to Westfield's Westfield brings 18 outlets to LAX T6

programme, the T6 duty free operator is, of course, DFS.

For its part, HG LAX T6 JV is a joint venture led by the Hudson Group which is introducing the LA-centric travel essentials concept called Market 8600. This was apparently specifically matched to Westfield's The Boulevard design theme. Market 8600 is a variation of Hudson's convenience concept. The 2,100sq ft store expands on the original concept with bold lighting and visual elements reminiscent of the 8600 block of LA's Sunset Plaza, a chic two-block strip of fashionable boutiques and outdoor cafés nestled between Hollywood and Beverly Hills.

Hudson is also introducing the aforementioned first ever Belkin electronics store in an airport. In this small kiosk, LAX shoppers will find a unique array of Belkin products and electronic accessories that meet the growing demands for portable power technology.

HG LAX T6 JV's winning proposal for Package B was part of a recent competitive bid process by Westfield, the global developer at LAX. The win adds to the Hudson team's existing array of news, gift, specialty retail shops and bookstores in Terminals 1, 3, 4, 5, 6, 7, 8 and the Tom Bradley International Terminal (TBIT).

At LAX, Hudson teams have recently opened a wide variety of stores, from luxury brands such as Coach and Bulgari to recognized LA icons such as Fred Segal, Magic Johnson Sports and the award-winning The Mattel Experience. The retailer has also introduced state-of-the-art traveller's convenience brands, from Hudson and Hudson News to entertainment industry concepts like The Hollywood Reporter, People News, E! News, and many more.