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WHSmith Opens New Concept Stores in Melbourne T2 Airport



WHSmith redevelops and opens new store concepts at Melbourne International Airport, seven years after first opening its doors.

The redevelopment of Melbourne Airport's T2 International retail precinct provided the ideal opportunity for WHSmith to relaunch its convenience, news and books concept within the terminal and aligning in all aspects of the Melbourne T2 Vision.

Building on the strong existing partnership between WHSmith and Melbourne Airport, we are offering one of the world's finest stores in the category, with a significant investment in world class luxury design inspired by Melbourne's multilayered urban environment.

The latest store to open reflects the changing customer expectations of our categories. Our concept, *Tech Express*, provides the traveller a store-in-store feel with the very latest in technology accessories, headphones and power. As a global leader in book retailing, selling over 15 million books in airports around the world every year, we offer a comprehensive range tailored to the customer profile.

WHSmith Australia Managing Director, Carl Hargrave, commented: *"We are delighted to continue on this journey with Melbourne Airport. Developing our Melbourne retail concept has given us the opportunity to take a step change in our offer. We look forward to welcoming customers to these new stores and hope that they will enjoy the modern design and layout as well as the many exciting local and international brands and travel products available."*

Melbourne Airport's Chief of Retail, Andrew Gardiner said: *"Our exciting new WHSmith store in T2 is a testament to the partnership we have with Stephen Clarke (Group CEO) and the team. Together we have developed a uniquely Melbourne offer which is appropriately positioned to the customers we serve. I look forward to our ongoing successful relationship with this global leader in news and gifts."*

The WHSmith concept stores demonstrate the commitment of both WHSmith and Melbourne Airport to ensure that all passengers, whatever their age or interest, have a relaxing and enjoyable journey.

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Editor's Note:

WHSmith is a leading global retailer in convenience, books, news for the world's travelling customers. Our 225-year-old heritage in the UK has only supported our Australian business take shape and create its own identity. WHSmith Australia takes pride in its innovative instore design and excellent customer service with an objective that our stores reflect the modern one-stop-shop for today's travelling customer.