

CBI Retail Ventures unveils largest duty free store in Western Hemisphere featuring cutting-edge tech at Dallas Fort Worth Airport

By Jas Ryat on December, 22 2017 | Retailers



TRG Duty Free opened to the public on December 20 with a celebratory event featuring DFW's senior leadership team, including CEO Sean Donohue, Executive Vice President of Revenue Management Ken Buchanan, Vice President of Concessions Zenola Campbell, and Assistant Vice President of Concessions Michael Baldwin; plus CBI Retail Ventures' CEO Steve Flory, world-renowned sculptor James Surls and VIPs.

Texas-based retail development company CBI Retail Ventures has unveiled its largest airport outlet to date - a new 19,000 square feet, two-level TRG Duty Free store inside Dallas Fort Worth International Airport's (DFW) Terminal D.

The new TRG Duty Free space is also the largest and most technologically advanced duty free store in the Western Hemisphere, the Fort Worth-based company said.

TRG Duty Free opened to the public on December 20 with a celebratory event featuring exclusive tours and appearances from DFW's senior leadership team. They included CEO Sean Donohue, Executive Vice President of Revenue Management Ken Buchanan, Vice President of Concessions Zenola Campbell, and Assistant Vice President of Concessions Michael Baldwin; as well as CBI Retail Ventures' CEO Steve Flory, world-renowned sculptor James Surls, media members, and other VIPs.

"The new state-of-the-art TRG Duty Free offers travelers an unparalleled experiential shopping environment that masterfully integrates world-class retail, exclusive high-end local brands, VIP concierge services, cutting-edge technology, and world-renowned art all in one location," the firm said.

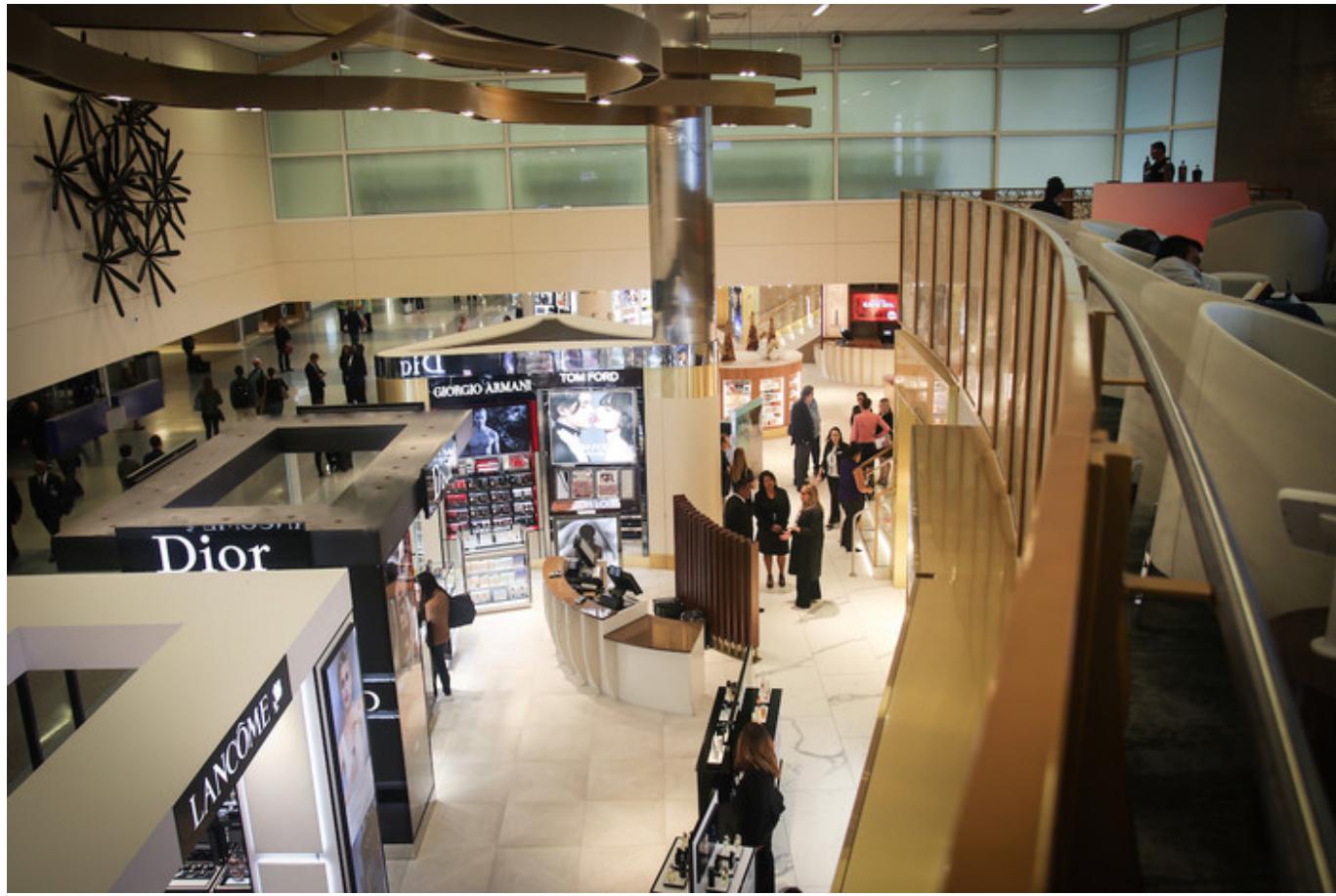
The two-level store boasts two elevators, four staircases, and two mezzanines,

US\$2 million-worth of dynamic digital displays, state-of-the art control systems, and interactive technology with multilingual content.



Two free and open-to-the-public luxury lounges provide a "club-like" atmosphere to all travelers

Two integrated hold room spaces for adjacent American Airlines gates incorporate modern seating clusters, charging stations, 50+ iPads with interactive apps, and elevated workstations, while two free and open-to-the-public luxury lounges provide a "club-like" atmosphere to all travelers.



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The space also features 240-feet mezzanine railings embedded with gold, silver and glass as well as statement artworks and monumental sculptures by world-renowned artist James Surls. Two "heli-pads" that utilize air space serve as landing zones for the large-scale sculptures.

Other firsts include an Armani Exchange store located inside the secure space of an airport and the first Ulysse Nardin watch boutique located within a duty free environment in a North American airport.

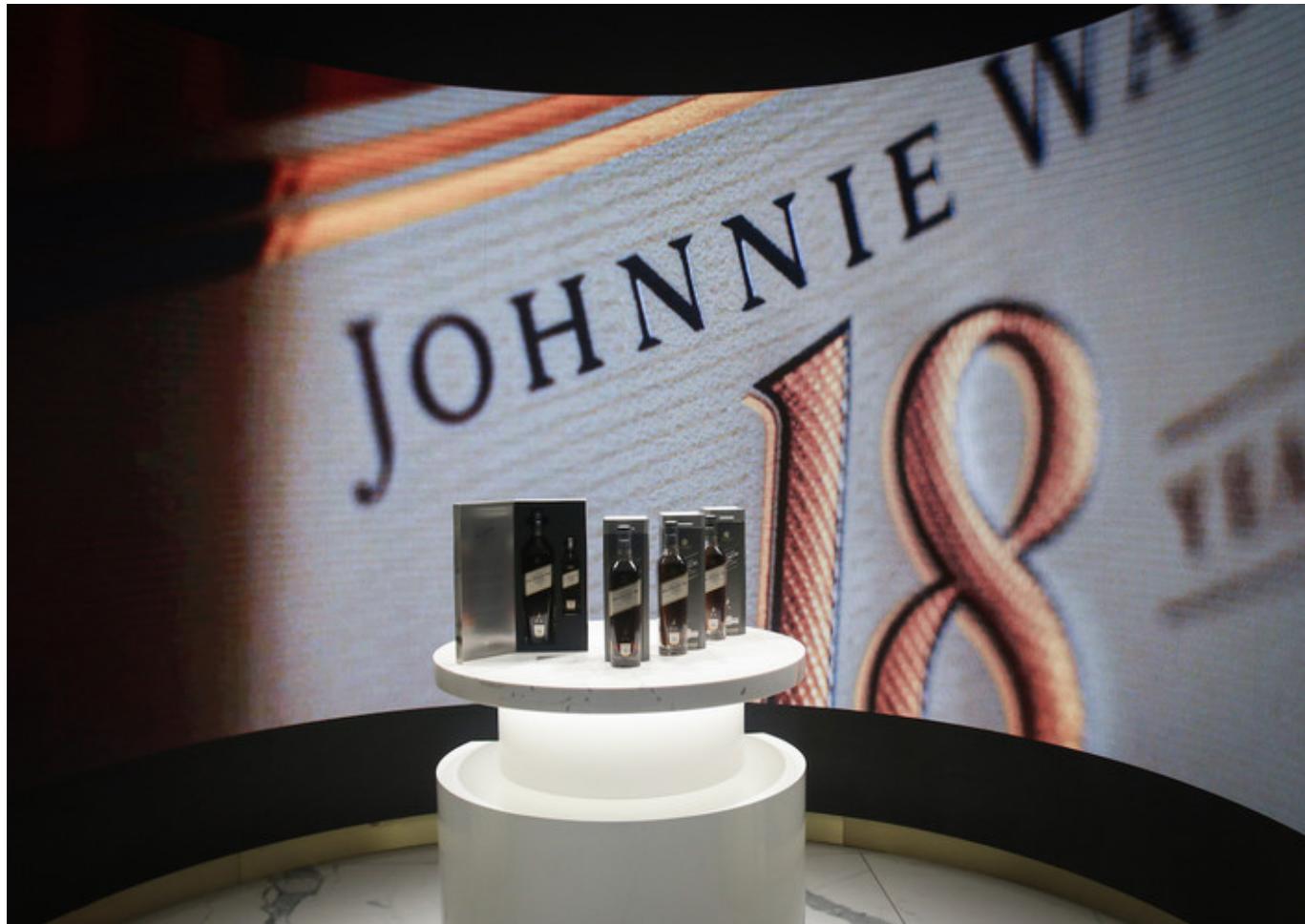
Tasting bars are integrated into the retail area for product sampling and demos, and VIP concierge service stations provide informational assistance and speciality services.



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International luxury brands offered in-store include Estée Lauder, La Mer, Dior, Lancôme, Prada, Hermès, Ralph Lauren, Carolina Herrera, Paco Rabanne, Gucci, Marc Jacobs, Bulgari, IWC, Tom Ford, Marc Jacobs, Armani, YSL, Chanel, Burberry, D&G, Omega, Tom Ford, Calvin Klein, and Hugo Boss.

Exclusive goods from iconic local brands are also available, such as TX Whiskey, Bohlin, and Askinosie Chocolate.



A semi-circular immersive promotional pod is filled with floor-to-ceiling seamless digital monitors for videos, advertisements, and brand launches

A semi-circular immersive promotional pod is filled with floor-to-ceiling seamless digital monitors for videos, advertisements, and brand launches.

Sustainable design elements include low-profile raised flooring, 100% high-efficiency LED lighting, LED technology-powered digital displays, and a daylight-optimized building footprint with high-performance glazing systems.

"We are proud to not only have developed the largest duty free store in the Western Hemisphere, but also have designed a first-of-its-kind immersive store experience at DFW Airport," said Steve Flory, Chief Executive Officer at CBI Retail Ventures.

"The end result reflects the convergence of entertainment and retail, as well as the coming together of digital and physical experiences. This truly marks the pinnacle of DFW Airport's goal of being a world-class global superhub. It is a blend of international couture, state-of-the-art technology, and luxurious services – all while capturing the spirit and beauty of modern Texas."

TRG Duty Free is the brainchild of two experienced and diverse business innovators who teamed up to create TRG Duty Free Joint Venture: Steve Flory, CEO of Fort Worth-based retail development company CBI Retail Ventures, and Benny Klepach, CEO of Miami-based Duty Free Air and Ship Supply Company (DFASS), the world's largest inflight duty free specialty retailer.

Flory and Klepach previously owned and operated Buckaroo Duty Free at DFW Airport, which was the predecessor of TRG Duty Free. Other partners involved with the creation of TRG Duty Free include

Vancouver-based SmartDesign Group, one of the world's top airport design consulting firms; Fort Worth-based Innovative Strategies; and Texas-based Charles Bush Consulting.

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