

Paradies Lagardère wins concessions award at Dallas Fort Worth International Airport

By **Hibah Noor** on August, 8 2018 | Retailers



Paradies Lagardère was awarded two new g travel essential locations at the Dallas Fort Worth International Airport (DFW), Univision and Relay. Univision will be in Terminal C, while Relay, a new concept at the airport, will be in pre-security in Terminal D.



Paradies Lagardère considered the airport’s objectives and goals and the needs of its travelers and employees to create the winning bid. Terminal C is the busiest terminal at DFW, and Terminal D is in the middle of a renovation and expansion. Both terminals serve international leisure travelers, and many of the traveler demographics at DFW regularly use technology. These concepts will address basic traveler and airport employee needs, as well as deliver customer-focused and engaging experiences utilizing innovation and technology.

“Paradies Lagardère is thrilled with the opportunity to continue to build upon our successful partnership with DFW airport,” said Gregg Paradies, president and CEO, Paradies Lagardère. “We’re confident these new concepts will not only serve traveler’s needs, but they will enjoy the fun technology we’ve put into the stores, including news in two languages on high-definition screens and the selfie screen in our Univision store, and the Flowbox screen in the Relay store.”



The travel essential concepts proposed in Paradies Lagardère’s winning bid include:

- A trusted, recognized and renowned name in news, communication and entertainment for 55 years, Univision is the leading multi-media company serving Hispanic America. A popular airport store brand, the Univision travel essential store offers travel accessories such as beverages, HBA items and souvenirs. This store will provide travelers a fun, interactive wow factor: a “selfie screen” outside the store that allows travelers to take and share pictures of themselves.
- Relay, a proprietary Paradies Lagardère brand with 1,400 stores in 23 countries, is a one-stop-shop travel essential concept designed to meet the needs of a diverse traveler demographic. With a bold, modern layout and design, customers will be able to find everything from snacks to water to reading materials. This Relay store will incorporate Flowbox, a new generation LED display that will add an interactive visual display in the store, and reflect events in the city and at the airport. The store will also offer travelers illy Coffee.

Both concepts will allow customers the convenience of easy pay options such as Apple Pay, Samsung Pay and Mobile POS.