

The Loop Duty Free at Montreal Trudeau Airport unveils revamped US transborder store

By **Hibah Noor** on October, 31 2017 | Retailers



The Loop Duty Free Montreal, operated by ARI North America, has unveiled its refurbished duty free store in Montreal-Trudeau Airport.

To celebrate the store launch, The Loop Duty Free gave away 1,000 free gifts on October 27.



Following an extensive remodel, The Loop store has expanded its offering to passengers traveling to the US to include an extended range of cosmetics and fragrance brands, such as Tom Ford and Tory Burch. Redesigned furniture houses the existing favorites such as Chanel, Dior, Armani, Lancôme and Clarins.

New specialty sections have been added to the wine and spirits area. Intricate floor-to-ceiling wooden shelving, reminiscent of grand wine cellars, houses the new-concept wine area, titled L'amour du vin.



Several bays of sleek black metal display the extensive selection of whiskies from single malt Scotches to blends from around the world and a large library of Canadian choices in the Collection Whisky section.

The Canadiana area brings together the best Canadian food and drink, such as ice wines, maple products, ciders and locally made spirits. This delivers a true sense of place for passengers traveling through Montreal Airport, ARI North America said.

Brightly lit walls of sunglasses draw shoppers into the fashion section that offers a wide array of luggage, handbags and accessories. The section features a wall of handbags designed by the Montreal-born superstar Celine Dion, as well as a corner dedicated to the local favorite RUDSAK leather goods and accessories.

Jackie McDonagh, General Manager, Aer Rianta International North America, said: "We are delighted to have completed our refurbishment to enhance the passenger experience within Montreal Airport. What is exceptionally pleasing for us at Aer Rianta International is having brands like RUDSAK and Celine Dion along with our beautiful Canadiana section, which resonates with Montreal and creates a sense of place for our customers.

"Our new and existing beauty brands have the most up-to-date design specifications which, in turn, creates an excellent shopping environment for our passengers."

Philippe Rainville, President and CEO of airport authority Aéroports de Montreal, said: "We are pleased

to have been working in partnership with Aer Rianta International for several years. Aer Rianta International shares our commitment to the customer experience by offering quality services, always listening to our passengers' needs, and promoting international and local Montreal brands. The Loop is a perfect example of our very successful partnership."