

Atelier Cologne prepares for quick-fire series of new airport openings

Premium perfume brand Atelier Cologne has announced imminent openings at airports in Munich, Beijing, New York and Los Angeles. It will also open a pop-up store at Paris Charles de Gaulle Airport on 1 October.

Atelier Cologne, part of the L'Oréal Travel Retail stable of brands, has already opened over 30 travel retail doors worldwide in airports including Paris, London, Dubai, Vancouver, Montreal, Bangkok and Incheon.

Atelier Cologne offers four collections comprising 20 scents, with Cologne Absolue as its signature product.



A vibrant Atelier Cologne installation at Copenhagen Airport.

The brand has secured listings with many of the biggest names in travel retail, including Gebr Heinemann.

The retailer's Category Manager Perfume & Cosmetics and Accessories Vivi Lollesgaard said of Atelier Cologne: "Our customers are eager to buy products that they cannot find everywhere else. A wonderful and

colourful brand that has so many gifting ideas, lovely wrappings and personalisation opportunities is truly a perfect match for Tax Free Heinemann.”



The Orange Sanguine scent from the Cologne Absolue range.

Atelier Cologne also has a number of listings with Shinsegae Duty Free. The travel retailer’s Cosmetics & Perfumes General Manager Hee-eun Chung outlined the attraction of the perfume brand: “We are always eager to invite new and niche brands especially brands that have their own story and concept to share.

“Atelier Cologne is definitely the perfect fit for this kind of need. Brightness, cosiness and personalised gestures with genuine service, I believe those characteristics are what our travel retail market aims for as a next step.”

DFS Senior Vice President Beauty Christophe Marque added: “DFS Group is pleased to collaborate once more with L’Oréal Travel Retail Americas on the expansion of Atelier Cologne, a niche luxury fragrance brand that appeals to traveling customers of all nationalities and age groups.”



Many of Atelier Cologne's products feature bright, colourful packaging.



Up close and personal: The brand offers an engraving service at its travel retail stores.



Atelier Cologne offers gift-wrapping services to its customers.



An eye-catching Atelier Cologne installation at Shinsegae Duty Free's new Gangnam store in Seoul.