



PRESS RELEASE

18TH JANUARY, 2017

Lagardère Travel Retail opens M.A.C. in Adelaide Airport

The very first standalone M.A.C. store in Australian travel retail has been opened in Adelaide Airport by Lagardere Travel Retail.

The new 38 square metre store boasts a contemporary and stylish design and layout, which is located in a prime position to capture domestic passengers and 'meeters & greeters' in Adelaide Airport.

Committed to the art of makeup, the store offers a wide range of makeup and skincare products, fragrances and application tools, as well as in-store touch up makeup services by experienced makeup artists for passengers on the go. Featuring an interactive 'play table', it is designed to welcome customers to touch and play with the products, with the assistance of the M.A.C. artists.

Lagardère Travel Retail CEO for the Pacific region, Matthieu Mercier, says Adelaide Airport has welcomed and supported the arrival of M.A.C. "Adelaide Airport share our vision for innovative thinking, and recognised the growing demand for M.A.C.'s high class products and services within the travel retail market" he says. "M.A.C. is the perfect addition to add to our collection of brands with our long term partner, Adelaide Airport, and we are confident this unique and exciting offer will delight each and every passenger travelling through the Airport."

Experience new horizons, every day.

Lagardère
TRAVEL RETAIL



Experience new horizons, every day.

Lagardère
TRAVEL RETAIL

Lagardère Travel Retail operate M.A.C. doors in Auckland Airport, Gold Coast Airport and Cairns Airport. M.A.C. is an anchor brand in AMUSE Beauty Studio stores, also operated by Lagardère Travel Retail.

ABOUT LAGARDERE TRAVEL RETAIL:

With 4 billion euros 100% managed sales in 2015 and a presence in 31 countries, 220 airports and 700 train stations in EMEA, North America and ASPAC, Lagardère Travel Retail is a pioneering and leading travel retail player with global reach. Operating stores in travel essentials, duty free and luxury and foodservice, Lagardère Travel Retail offers a complete range of products and services to satisfy each and every traveller all along his journey. As a multi- specialist retailer, beyond the expertise within its 3 business lines, Lagardère Travel Retail creates value-added opportunities in each location.

In Asia Pacific, Lagardère Travel Retail operates over 300 outlets in 16 airports, supported by professional local teams in Australia, New Zealand, New Caledonia, Singapore, Malaysia, Hong Kong, China and India.

ABOUT M·A·C COSMETICS: M·A·C (Make-up Art Cosmetics), a leading brand of professional cosmetics, was created in Toronto, Canada in 1984 and is part of The Estée Lauder Companies, Inc. The company's popularity has grown through a tradition of word-of-mouth endorsement from makeup artists, models, photographers and journalists around the world. M·A·C is now sold in 110 countries/territories worldwide. Follow M·A·C and M·A·C Senior Artists on Twitter @MACcosmetics (twitter.com/maccosmetics), become a M·A·C fan on Facebook (facebook.com/maccosmetics), follow M·A·C on Instagram (instagram.com/maccosmetics), watch M·A·C videos on YouTube (youtube.com/maccosmetics). For a M·A·C location visit maccosmetics.com.

PRESS CONTACT

Matthieu Mercier, CEO

+61 2 8218 1105 • m.mercier@lagardere-traspac.com
www.lsaspac.com

Janette Doolan, Communications Manager

+61 2 8218 1142 • j.doolan@lagardere-traspac.com
www.lsaspac.com

Experience new horizons, every day.

Lagardère
TRAVEL RETAIL