

Charlotte Tilbury Beauty enters travel retail with Heathrow counter

UK. Charlotte Tilbury Beauty today (28 June) officially opened its first counter in airport travel retail.



Charlotte Tilbury is known as the makeup artist to the stars

The counter, which is located at the front of Dufry's World Duty Free Beauty Hall in Terminal 5 of Heathrow Airport, will showcase makeup and skincare products from the beauty brand.

Dufry Global Head of Beauty Krista Suresh said: "This agreement with Charlotte Tilbury is a world first, as our store will be the only location in airport travel retail worldwide, where customers can buy the much sought-after Charlotte Tilbury range.

"The range will also include some exciting product offerings such as Beach Sticks and skincare sets, The Gift of Goddess Skin and Red Carpet Skin. We're confident that the launch will be a great success."

The Beach Sticks will be exclusively retailed in the Dufry-operated store going forward; these are designed to create a summer radiant glow. The counter will also offer Charlotte's Magic Cream, Pillow Talk and the 10 Looks Wardrobe, which is a set of ready-to-wear makeup at the heart of the brand.

Charlotte Tilbury added: "I am so excited to finally launch my award-winning beauty brand in airport travel retail with World Duty Free at one of the most iconic airports in the world. I can't wait to introduce even more women and men to my easy-to-choose and easy-to-use makeup and skincare."

The new counter has been designed with rose gold, night crimson and old Hollywood-inspired décor. On the day of the launch, travellers on the Heathrow Express from Paddington station to the London airport were given Hot Lips stickers by brand ambassadors.