

Dufry and RegStaer celebrate opening of Pulkovo Airport stores in St Petersburg

RUSSIA. Dufry and RegStaer yesterday hosted the official inauguration of a fully refurbished 2,670sq m duty free walk-through store and a 235sq m KIDS shop at Pulkovo Airport in St Petersburg.

The openings ([previewed](#) in our Image of the Day column yesterday) follow the November 2020 extension of Dufry-led RegStaer's concession contract. Both stores are located in the international departures hall immediately after security.



The store was opened in time-honoured fashion by (left to right) Northern Capital Gateway (Operator of Pulkovo Airport) Chief Executive Officer Leonid Sergeev; St. Petersburg Vice Governor Maxim Sokolov; Dufry CEO Julián Díaz; and RegStaer Founder & Chairman of the Board of Directors Alexander Baev



(Left to right) Alexander Baev, Leonid Sergeev, Maxim Sokolov and Julián Díaz toast a successful collaboration



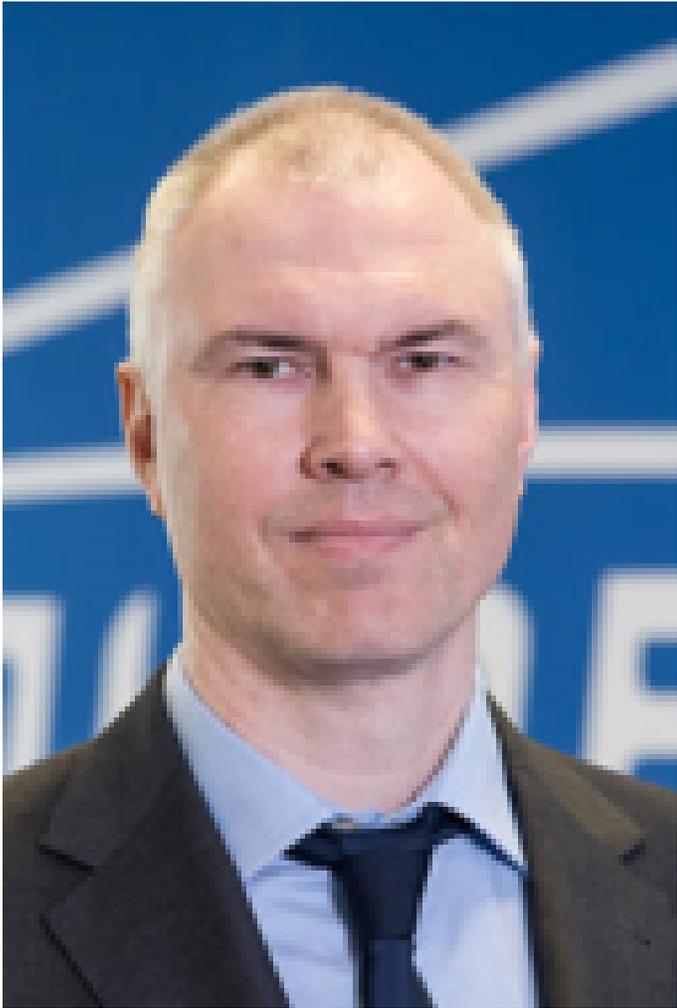
Walk-through wonderland: Bright, airy space and a sense of summer gardens



The design of the new walk-through duty free store conveys a sense of summer gardens, creating an airy and open space, while bionic décor elements reflect the beautiful and majestic city of St. Petersburg with a modern twist, Dufry said.

The duty free shop offers a wide range of products from renowned global brands across all major categories, including perfume and cosmetics, spirits, confectionery and fashion accessories.





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Northern Capital Gateway Chief Executive Officer Leonid Sergeev

The KIDS concept store, conveniently located just after the main duty free store, welcomes both adults and children alike to explore a bright and inviting space. The shop designed features a strong aviation theme, with brightly coloured toy planes hanging from the ceiling and product gondolas resembling helicopters.



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These new stores will offer all those travellers an exceptional and memorable shopping experience, which will be further enhanced by the latest best practices in our digital technology and customer engagement services.

Dufry CEO Julián Díaz

The product mix combines toys, confectionery, children’s sunglasses and clothing from major brands including Lego, Kinder, Ray-Ban, Polaroid and Gulliver.

Passengers can take advantage of the Reserve & Collect pre-order service, which allows them to select the product they like on the website (<https://stpetersburg.shopdutyfree.com>) in advance of their flight and pick up at the store.



[Click on the image to view the RegStaer website and Reserve & Collect pre-order service](#)

Sergeev said: “Dufry has made a significant contribution to the development of Pulkovo Airport for many years. The RegStaer group of companies has joined a stable, mutually beneficial cooperation, opening this wonderful store today, together with Dufry.

“We are grateful that during a rather difficult period for the aviation industry, the project was not suspended, and now Pulkovo Airport passengers can make purchases with pleasure, enjoying the comfortable atmosphere before their flight.”



Striking the right note: The store openings are a timely fillip for RegStaer and Dufry after a tumultuous, COVID-19 period for the business

Díaz commented: “I am delighted to be here today with our valued colleagues and partners from Pulkovo Airport and RegStaer. We have operated the Pulkovo concession since 2014 and I would like to thank everyone involved for their renewed partnership and trust.

“St. Petersburg is the most-visited tourist city in Russia and the airport typically welcomes 19.6 million passengers each year. These new stores will offer all those travellers an exceptional and memorable shopping experience, which will be further enhanced by the latest best practices in our digital technology and customer engagement services.”