



Retail Trends

Mike Levy, Chief Merchandising Officer





Airports want to create enough revenue to survive

So do retailers...



1. Great looking stores



Great looking stores...



Hudson News

Coming soon to Miami North Terminal

Great looking stores...



New Travel & Leisure Concept

Coming soon to JFK, Vancouver, Halifax, Orlando Sanford

Great looking stores...



New Travel & Leisure Concept

Coming soon to JFK, Vancouver, Halifax, Orlando Sanford

Great looking stores...



Indulgences

Coming soon to Miami North
Terminal

Great looking stores...



Boca Bons

Coming soon to Miami North Terminal

Great looking stores...



Vancouver International Airport Vancouver Aquarium



What's on the horizon?

Great looking stores...

GALLERIE
ORLANDO 

CONCEPT PRESENTATION
JANUARY 27, 2009

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Exterior Perspective



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Orlando International Airport “Gallerie”

Airside 3

Great looking stores...

GALLERIE
ORLANDO



CONCEPT PRESENTATION
JANUARY 27, 2009

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Floor Plan Rendering



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Orlando International Airport "Gallerie"

Airside 3

Great looking stores...



**Vancouver International Airport
“Gallerie”**

Great looking stores...



Vancouver International Airport “Gallerie”

Great looking stores...



Orlando International Airport Airside 1



2. Price point, value selling, quality



Customer perception

- Visual Merchandising
- Product Differentiation
- Product Quality

Merchandising Standards



- **Our primary responsibility is to protect the Hudson Group Brand**
- **Every location must adhere to the same standards of presentation**
- **There must be a cohesiveness that is present from one location to the next**
- **All stores must be clean and easily shoppable at all times**

Product Differentiation...



PRICE = \$ 8.00

Chicago

Color options:
 SILVER
 RED
 WHITE

REDMAN GROUP - Spring 08

Color options:
 Olive Green
 Dark Grey
 Red
 White

REDMAN GROUP - Spring 08



PRICE = \$ 8.25


Color options:
 LIGHT ROSE
 SILVER
 LEMON ICE

REDMAN GROUP - Spring 08



Product Quality...



- 
- Drive Sales
 - Increase GM
 - Instill Brand Continuity



Thank You

