

POSDISPLAY
TRADE
FURNISHING
TRAVEL

Travel Retail



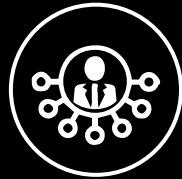
OUR FIELDS OF EXPERTISE



TRAVEL RETAIL

MEDIA6 works with brands and concessions, standing by their side as they roll out their Travel Retail concept abroad.

With extensive expertise in the application of airport regulations, our teams compile technical reports for airports, cruise ships and stations, deliver and oversee all work carried out by tradesmen and design and deliver shop fittings and POS displays.



EXPERIENTIAL
MARKETING



DESIGN



ENGINEERING



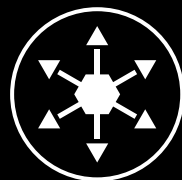
SHOP FITTINGS
POS DISPLAY



DIGITAL
SOLUTIONS



SERVICES



DEPLOYMENT



INSTALLATION
LOGISTIC



MAINTENANCE



IMPLANTATION



THINK GLOBAL, ACT REGIONAL



6 PRODUCTION SITES



+70 ENGINEERS



+500 EMPLOYEES
IN OUR PLANTS



500 000 POS DISPLAYS
PRODUCED PER YEAR



MORE THAN 300 SHOPS
PRODUCED PER YEAR



52 COUNTRIES
INSTALLATION CAPACITY



OVERSEEING CONSTRUCTION OF BUY PARIS DUTY FREE

BuY PARIS DUTY FREE is a Lagardère Travel Retail France concept, created in partnership with VERSION. A multi-specialist brand, it has a proud Parisian character that serves as a vehicle for an elegant, refined space, made using different materials for each department, product area and aisles.

MEDIA6 Group's shop fitting department coordinated, planned and delivered all of the trade work on commercial areas of 100 m² to 600 m².



GENERAL CONTRACTING



INSTALLATION-LOGISTIC



PARIS CDG



aelia DUTYFREE

With the Aelia Duty Free chain, Lagardère Travel Retail Group lets travellers rediscover the joy of treating themselves.

The Aelia Duty Free shop in Nice airport adopted the walkthrough concept, meaning that travellers have to walk through the shop on the way to their boarding area. The shop signals a desire to offer a new shopping experience.

The walkway is marked out by a mosaic floor and strip of light on the ceiling, so that shoppers can find their way to the various spots where a number of brands are to be found. MEDIA6's shop fitting department took care of the work needed to build this 1200 m² shop.



GENERAL
CONTRACTING



NICE, STRASBOURG, LILLE, NANTES



GUCCI

THE GUCCI PASSENGER EXPERIENCE

Working directly with the brand itself, MEDIA6's shop fitting department has been building Gucci shops for the past 10 years. This is especially true in Travel Retail where the Gucci shops offer travellers a unique experience imbued with luxury, one that stands out for the quality of their refined materials and the elegance of the concept.

MEDIA6 | Travel Retail



GENERAL
CONTRACTING



INSTALLATION
LOGISTIC



PARIS CDG

BURBERRY

BURBERRY SHOP IN ROISSY

Burberry chose MEDIA6's shop fitting department to help it open its boutique in the Parisian airport. We delivered all of the trade work, including the challenging bent glass façade that forms the corner of the shop. We used quality materials, including marble flooring featuring the brand's famous logo.





For more than a century, Swarovski has been adorning women in crystal jewellery and accessories, but our shop fitting department only needed three weeks to deliver its Paris Charles de Gaulle airport boutique! Its location on the “pier”, opposite passenger boarding, presented some access problems, but these proved no match for our teams nor our knowledge of airport regulations.



GENERAL
CONTRACTING



INSTALLATION
LOGISTIC



PARIS CDG

MEDIA6 | Travel Retail



FENDI

FENDI'S FIRST EXCLUSIVE BOUTIQUE

52 m² to showcase the Italian fashion house with a longstanding tradition in furs and a worldwide reputation thanks to its iconic bags. Quality service in a very short lead time.

MEDIA6 | Travel Retail



GENERAL
CONTRACTING



INSTALLATION
LOGISTIC



PARIS CDG



FONDÉ  EN 1743
MOËT & CHANDON
 CHAMPAGNE
 ★
 FLAMINGO EVENT

As part of the international launch of the “Flamingo Travel Retail” concept, Moët & Chandon chose MEDIA6 to create festive decor in flashy, striking colours. The project was meticulously completed using digital printing on 100% fireproof material, which was delivered flat-packed and shipped directly to all of the world’s major airports.

MEDIA6 | Travel Retail

-  ENGINEERING
-  POS DISPLAY
-  WORLDWIDE

NEW



FONDÉ  EN 1743
MOËT & CHANDON
 CHAMPAGNE
 ★
 SUMMER ESCAPE TRUNK

The Summer Escape Trunk Ice Impérial, mass produced abroad, also brought a bit of action behind the scenes of Duty Free wine cellars. LVMH Group's flagship brand benefitted from a real boost to its visibility with its elegant design using quality materials, its functionality and formal service.

MEDIA6 | Travel Retail



ENGINEERING



POS DISPLAY



WORLDWIDE



TOD'S

Tod's, the prestigious Italian shoe brand, entrusted us with work on its first ever airport shop! Adorned with luxury materials - whether the flooring or the interior decorations - travellers in Terminal M will now be able to enjoy this beautiful shop.





ENGINEERING



POS DISPLAY



INSTALLATION



MARSEILLE



L'OCCITANE EN PROVENCE

“LA BARQUE”

This corner was produced and installed in Marseille airport on behalf of L'Occitane en Provence. Through its choice of materials (primarily wood), MEDIA6 set out to faithfully reproduce our client's visual identity. The L'Occitane en Provence boat has sailed into port and customers can cross the wooden gangway, contemplate the sea views reproduced on the vinyl flooring and become immersed in well-being for the duration of their visit.

HELSINKI CORNER

This corner was produced and installed in Helsinki airport on behalf of L'Occitane en Provence. When noble wood meets metal, this corner becomes a welcoming space that showcases the brand. Rendered sublime with soft lighting, products are clearly identifiable on the backwall and display shelving. The canopy clearly identifies the brand, inviting customers to discover what's beneath it.



ENGINEERING



SHOP FITTINGS



INSTALLATION



HELSINKI

GLENMORANGIE

SINGLE MALT SCOTCH WHISKY

TASTING TRAY

The Glenmorangie tasting tray brings an unrivalled sensory experience into the world of Premium Whisky. Glenmorangie tells the tale of its barrels and barley on the descriptions displayed in front of each bottle, inviting shoppers to taste each of its Scotches and single malts. MEDIA6 meticulously followed the Glenmorangie's brief and incorporated a variety of wooden essences into the tasting tray, as well as a fully modular design.



ENGINEERING



POS DISPLAY



EXPERIENTIAL
MARKETING



WORLDWIDE



ENGINEERING



POS DISPLAY



DIGITAL SOLUTION



WORLDWIDE



GLENMORANGIE

SINGLE MALT SCOTCH WHISKY

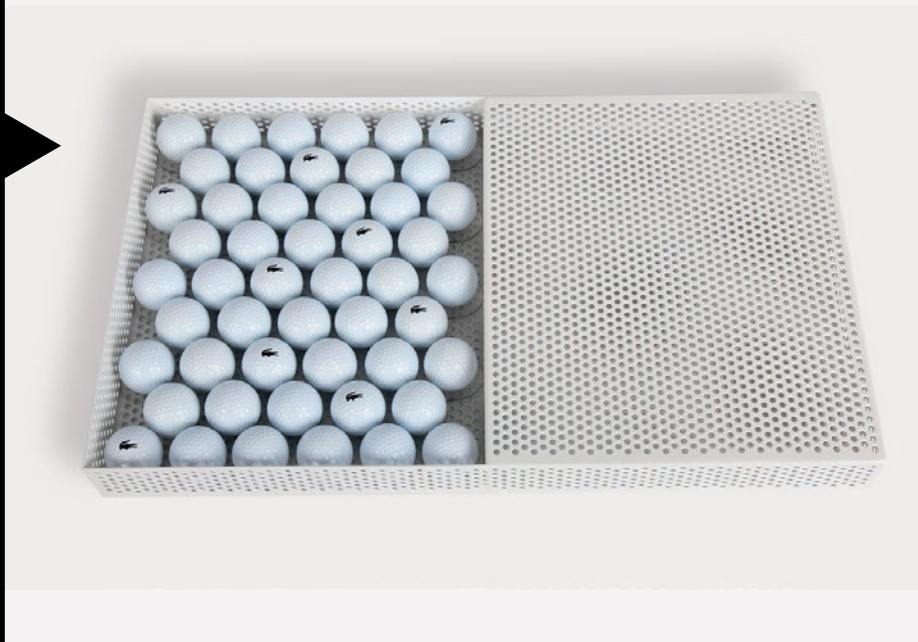
STORYBOOK

In addition to the Glenmorangie tasting tray, we created an imitation Glenmorangie rulebook, whose pages conceal an iPad. The 100% cardboard and plastic materials have been crafted to give the display an authentic, luxurious appearance, which is perfectly in tune with the wonderful world of whisky.



STORYTELLING PROPS

The Lacoste logo remains a gauge of reputable quality. Lacoste's props really set the scene in the brand's Travel Retail points of sale, creating a real merchandising experience. As part of this international project, we stayed true to the authenticity and traditions of the brand's founder René Lacoste, using traditional materials and finishes (rosewood racquets, a beechwood bowling game, pine rackets) and real accessories (tennis balls, golf balls and clubs).



ENGINEERING



POS DISPLAY



WORLDWIDE



ENGINEERING



SHOP FITTINGS



DEPLOYMENT



AIRPORT : EUROPE, MIDDLE EAST, AFRICA
CRUISE SHIP : TALLINK



ROLLING OUT THE LACOSTE TRAVEL RETAIL CONCEPT

MEDIA6's shop fitting department created the shops and corners of the famous French brand, Lacoste, in airports around the world and even on board ships.



Dom Pérignon

STOCKER & GLORIFIER

The Champagne house of Dom Perignon entrusted us with delivering its commercial furniture and POS display. From luxurious merchandising features to clean design, extremely specific materials (white glass with patented printing system; veined laminates, lighting for a glorious shield...) were crafted to retain the mark of the demanding Champagne brand.



ENGINEERING



POS DISPLAY



WORLDWIDE



KIEHL'S TRAVEL RETAIL

Kiehl's, the beauty and cosmetics brand, is still expanding its presence in Travel Retail. MEDIA6 brought the Kiehl's concept to life in airports around the world, as well as on board the Helsinki-Tallinn ferry for the brand's first shop.





YVES SAINT LAURENT BARS

This line of bars forms part of YSL's plans for a general renaissance in every international market.

In keeping with the new YSL codes, MEDIA6 designed and delivered these lighted bars that help to bolster the brand's visibility throughout its network, providing a new sensory experience through the innovative scent key bar concept. The pediments, scent kits and interchangeable visuals mean that an endless variety of new products can be accommodated.



ENGINEERING



POS DISPLAY



INSTALLATION



WORLDWIDE

MEDIA6 | Travel Retail



NESPRESSO

NESPRESSO SHOP

NESPRESSO is known around the world for its café capsule concept and the brand entrusted us with its first airport shop in Terminal 2F of Paris Charles de Gaulle.

The narrow shape of the premises was challenging for the trade work and meant that we had a very low ceiling height to work with when installing lighting and air-conditioning.



LANCÔME

PARIS

MAKE-UP BARS

MEDIA6 was entrusted with the development and production of the next generation of Lancôme bars. The main challenge in this international project that covered three ranges (fragrances, treatments and make-up) lay in managing diversity. More than 50 versions were made using standardised frames of high-gloss lacquered metal.



ENGINEERING



POS DISPLAY



DIGITAL SOLUTION



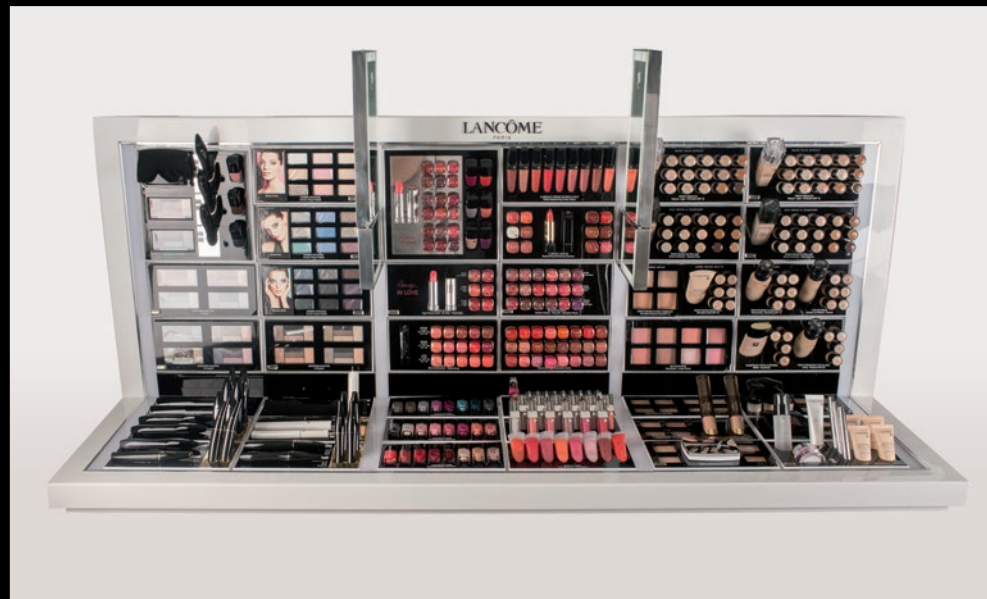
DEPLOYMENT



MAINTENANCE



WORLDWIDE





ENGINEERING



POS DISPLAY



INSTALLATION



DEPLOYMENT



MAINTENANCE



WORLDWIDE

LANCÔME PARIS

FRAGRANCE BAR TRAVEL RETAIL EXCLUSIVE

This innovative project was part of the brand's efforts to give its Travel Retail look a makeover with more personality. In the competitive Travel Retail sector, Lancôme's objective was to highlight their flagship products on a POS display adapted to this market, expressing a unique identity while staying faithful to their brand image. Special care was taken with the quality of light and the materials used, like Corian and glass...



ENGINEERING



SHOP FITTINGS



GENERAL CONTRACTING



INSTALLATION



PARIS
GARE DU NORD



EUROSTAR™

BUSINESS PREMIER LOUNGE

MEDIA6's shop fitting department worked with architectural firms Softroom in London and Househamm Henderson in Paris to create the new Eurostar Business Premier Lounge at Paris's Gare du Nord. This project is located on the second floor of Gare du Nord's iconic building and required eight months of work for a 600 m² space. The project incorporated a wide range of materials and techniques, like the French Blue marble on the walls and Hungarian oak flooring. Much of the furniture was in lava stones and brass.





QUEEN MARY 2



HARMONY OF THE SEAS



FANTASIA



NORWEGIAN



stx

ATELIERS NORMAND manages full batches for STX: project management, technical expertise, coordination of on-board works and implementation. Decorating suites, restaurants, spas... prestigious projects aboard cutting edge cruise ships.





EXPERIMENTATION LAB

This real Think Tank, a place where you can enjoy an interactive experience as you step into the shoes of tomorrow's consumers.

An innovative, pioneering concept in the retail sector.



EXPERIENTIAL MARKETING

#AN EXPLANATION IS NOT A LIVED EXPERIENCE...

EXPERIENTIAL MARKETING

STRATEGIC CONSULTING

TECHNOLOGICAL MONITORING

START UP INCUBATORS

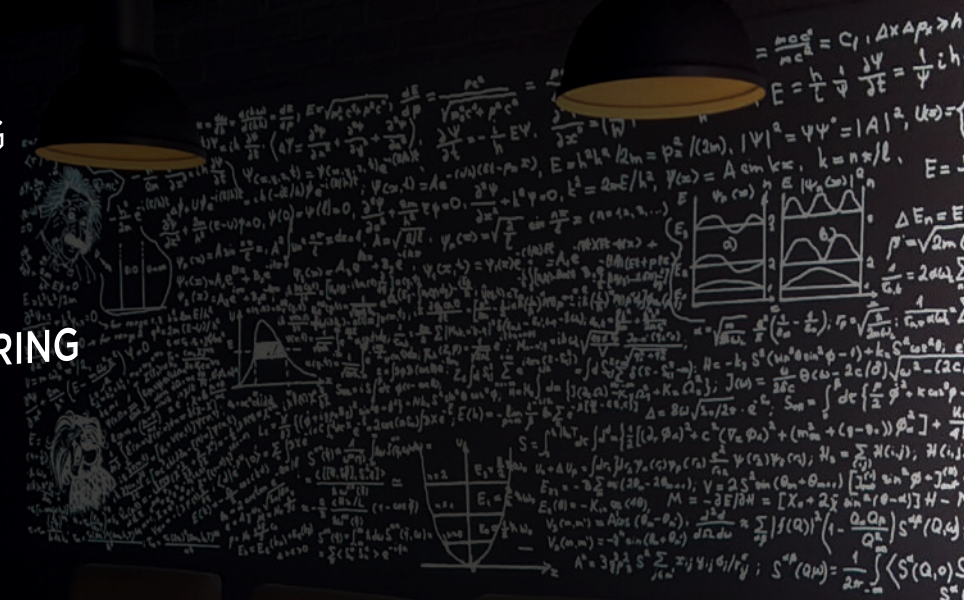
DEDICATED PLATFORM

INNOVATION PARTNER

OVER 400 M² OF EXPOSITION SPACE

WORKSHOP

...COME AND LIVE THE EXPERIENCE#



aelia  DUTYFREE

BUY
PARIS
DUTY FREE

BURBERRY

Dom Pérignon


FENDI

GLENMORANGIE
SINGLE MALT SCOTCH WHISKY

GUCCI

Kiehl's
SINCE 1851


LACOSTE

LANCÔME
PARIS

L'OCCITANE
EN PROVENCE

FOUNDED EN 1743
MOËT & CHANDON
CHAMPAGNE
★

NESPRESSO


SWAROVSKI

TOD'S



ARI
AER RIANTA INTERNATIONAL

DFS

السوق الحرة
دبي
DUBAI DUTY FREE


DUFRY

Lagardère
TRAVEL RETAIL

OUR MAIN CLIENTS

A number of brands and distributors have entrusted us with supporting their growth. Thanks to our unique combination of skills, MEDIA6 Group can deliver innovative solutions for all of your shop fitting and display projects... anywhere in the world.

MEDIA6 | Travel Retail



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