

New Airport Stores for Dixons

Written by Marco Attard
28 March 2012

Dixons Travel opens two airport stores at East Midlands and Gatwick North, each with new formats suiting specific airport store requirements.



The Gatwick North store (in the main concourse) is the first Dixons pop-up store-- a 50 sq m "Add" store supplementing the existing Dixons Travel outlet. Designed with a warm colour palette (to attract female customers, Dixons says), it sells aspirational devices such as headphones, tablets and SLR cameras.

The retailer says the Add store is "already seeing sales up over 30%."

Meanwhile at East Midlands Dixons has a 40 sq m concept store in a high traffic walkway with a wall to wall display and 2 play-tables. It sells headphones (Dr Dre, Sennheiser and Bose), iDevices, tablets, cameras and travel accessories.

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