

RETAIL

Byredo sets up shop at John F. Kennedy Airport

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The Puig-owned Swedish luxury fragrance brand's store is its first travel retail post to open in North America. Image credit: International Shoppes

By LUXURY DAILY NEWS SERVICE

Swedish luxury fragrance brand Byredo is sharing more details regarding a recent travel retail opening.

The brand officially set up shop with a permanent counter in Terminal 1 of John F. Kennedy Airport in New York City on July 25, 2024. The boutique marks Byredo's first standalone travel retail location in North America.

"The first Byredo retail space in Americas travel retail is a key milestone in the brand's expansion at a time when the region is seeing a surge in demand for niche fragrances," said Kaatje Noens, executive vice president of global travel retail at Puig, in a statement.

"In partnership with International Shoppes, we're thrilled to have introduced the brand's contemporary and artistic fragrances to a new audience, elevating the luxury fragrance experience at John F. Kennedy Airport."

Luxury on-the-go

A range of curated collections are available to consumers at the Byredo counter within the airport's International Shoppes' specialty fragrance store.

The assortment includes perfumes, home fragrances and bodycare products, along with a special selection of travel sets.



A range of curated collections are available to consumers at the Byredo counter. Image credit: International Shoppes

Spanish holdings company Puig, parent company of Carolina Herrera and Nina Ricci, has acquired a majority stake in Swedish luxury brand Byredo in 2022 ([see story](#)).

"Byredo meticulously crafts its products using the highest quality materials, embodying a renewed vision of modern luxury," said Scott Halpern, co-CEO of International Shoppes, in a statement.

"We are excited that Byredo has launched its first-ever permanent duty free point of sale in our new specialty fragrance store the first in TR Americas reflecting our joint dedication to offering unique and luxurious fragrance experiences to travellers."