# Premier shopping at World Duty Free

Posted on
A whiff of Parisian class

**Whatever the time of year, the World Duty Free stores in the arrival and departure terminals of Bandaranaike International Airport (BIA) are full of activity, well-known for offering customers the most desirable products, the best quality guarantees, and the most exciting promotions. the best guarantees, and the happiest promotions.**

**Words** Yomal Senerath-Yapa | **Photographs** Vishwa Tharmagulasingham

World Duty Free is part of Dufry, the largest travel  retail operator in the world, with a presence in 63 countries and a workforce of over 30,000 employees.

Although World Duty Free at BIA is a very busy place at any given time, there are periods when business really accelerates, such as during the glitzy Christmas season, or around Valentine’s Day. Unsurprisingly perhaps, fragrance and chocolates are the best selling products at World Duty Free as February 14 approaches. Offering the best deals in the country when it comes to gourmet chocolates and luxury perfumes, the stores at the airport will be full of customers looking for the perfect gift.

The hologram sticker on the perfumes sold in these stores gives the passengers the sought-after guarantee of authenticity, as all the perfumes are sourced directly from the original brand manufacturers and owners in France, Germany, the UK, Ireland, Switzerland and Spain.World Duty Free also offers a variety of high-end fragrances on an exclusive basis in Sri Lanka, including Chanel and L'Oréal Paris.The stores at the airport have a team of beauty assistants, each of whom has been trained overseas, on fragrance, skin care and cosmetics. The training received by World Duty Free's 'Skincare consultants' is world-class, provided by brands such as Estee Lauder, Clinique and Lancome. Boasting expert knowledge of all the brands on offer, they can offer beauty advice covering a wide range of products. One of the services available at the World Duty Free stores is a 'flash makeover'. Anyone who wants to shake off the fatigue of travel and look instantly brighter, can take advantage of the expertise on offer with three-minute makeover session. There are even special promotions available periodically on selected perfumes.

World Duty Free is also proud of its range of world-renowned confectionery, including favourites such as Toblerone, Ferrero Rocher, Lindt, Godiva, Cadbury, Hershey's, Kit Kat, among others, which arrive straight from the brands' factories in Switzerland, Belgium, Italy and the UK. There are generous promotions offered throughout the year on these top brands, such as 'buy 2 get 1 free' or 'buy 3 get 1 free', and customers are entitled to pick the 'free' product of their choice from other flavours of the same product. World Duty Free prices are competitive with other leading outlets in the region, and the store regularly introduces new collections. The most recent novelty is the selection of Godiva chocolates from Belgium, a brand that in its short time in store has already become popular with travellers passing through BIA. World Duty Free provides the greatest care and attention to make sure that the confectionery it sells arrive to the passenger in perfect condition. These items are protected throughout all stages of the supply chain according to international standards, with temperature controlled transport and storage.

In addition, World Duty Free offers a loyalty card, which gives a 15% discount on all non-promotional items, with no minimum purchase required. Customers who spend 500 US dollars in one transaction, or those who spend any amount on two separate occasion within a 90-day period, can apply for the card. There is also a second discount programme, offering an 11% discount to customers holding an airline frequent flyer card, again, for non-promotional items. Periodically, World Duty Free also offers promotions to customers using selected credit cards.

World Duty Free has been at BIA for 19 years. With their friendly, professional

service, they have established themselves as the most recognized and sought after name in the airport.

***World Duty Free***
***Arrival and Departure Terminals***
***Bandaranaike International Airport***
***Tel: (+94 11) 7435 600***
***worlddutyfreegroup.com***