

BREAKING NEWS

Duty Free Americas named winner of retail concession at JFK Terminal One



After moving through security, travelers to The New Terminal One at JFK will be welcomed by DFA's "Love Local," a striking storefront featuring all NYC- and Queens-based makers and businesses.

The Port Authority of New York and New Jersey, The New Terminal One, and Unibail-Rodamco-Westfield (URW) Airports today announced that Duty Free Americas (DFA) has been selected as the exclusive duty-free operator for John F. Kennedy International Airport's New Terminal One.

This privately funded, \$9.5 billion all-international terminal, which will open in phases beginning in 2026 with completion in 2030, will feature duty free shops inspired by New York City's skyline and landmarks, and will showcase iconic global brands alongside local products.

In addition, The New Terminal One operators announce that the terminal will offer an exclusive cash & carry experience, eliminating the need for travelers to collect their purchases at the boarding gates, which previously could slow the boarding process and risk customers missing their purchases.

At New Terminal One, customers will also be able to take advantage of omni-channel retail offers such as online click and collect, and lounge deliveries. The New Terminal One is a completely international terminal.

Under the bespoke brand *Skyline Duty Free* by Duty Free Americas, this first-of-its-kind retail experience, spanning nearly 20,000 square feet, will anchor the terminal's "World's Runway" commercial district. The flagship multi-level store will feature bold architecture that mirrors the terminal's grandeur, alongside four additional duty free locations throughout the terminal.

Inspired by New York City's

iconic skyline and dynamic energy, Skyline Duty Free will set a new standard in airport retail, featuring world-renowned powerhouse brands, made-in-NYC products, and immersive shopping experiences, says the official statement.

After moving seamlessly through security, customers will be welcomed by "Love Local," a striking storefront featuring all NYC- and Queens-based makers and businesses.

Customers will then enter the heart of the terminal's world-class retail experience anchored by the expansive Skyline Duty Free flagship store – a shopping destination that blends Fifth Avenue elegance and Art Deco flair, enhanced with a distinctive personal touch.

In front of the flagship store, an "experiential center," including virtual reality simulators, fashion, art and brand activations will provide immersive, interactive moments that will capture the imagination of passengers and draw them to the duty-free shops. This interactive center will incorporate cultural, sports and local themes while recreating experiences from New York City neighborhoods through brand and product debuts.

DFA says that this area will be the heart of the Terminal's retail experience, offering an unmatched selection of duty free exclusives and a true New York City sense of place.

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DFA's multi-level Skyline Duty Free flagship store at The New Terminal One will be a shopping destination that blends Fifth Avenue elegance and Art Deco flair.

Duty Free Americas wins duty free retail concession at JFK Terminal One

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Skyline Duty Free is set to offer the best in luxury skincare, cosmetics, and personalized beauty products. Brand boutiques with independent shop-in-shops from the world's most renowned and niche brands will provide ample space for exclusive product launches.

“As an all-international terminal, New Terminal One plays an important role as the region’s front-door to the world,” said **Port Authority Chairman Kevin O’Toole**. “A best-in-class terminal will include an unparalleled retail experience that travelers from around the world expect to find when they come to our region.”

“Creating a uniquely New York sense of place across all new and renovated terminals is a fundamental tenet of the Port Authority’s transformation of JFK Airport into a world class global gateway,” said **Port Authority Executive Director Rick Cotton**. “Global brands alongside locally inspired shops, public art and beautiful architecture that is evocative of New York will make the New Terminal One an appealing part of the passenger journey.”

“We are thrilled to announce our partnership with Duty Free Americas, unveiling the first of many incredible retail experiences for guests flying out of the New Terminal One,” said **New Terminal One CEO Jennifer Aument**.

“Showcasing unique New York City products and iconic global brands, Skyline Duty Free will offer travelers an unparalleled shopping experience—whether they’re searching for the perfect gift or treat before departing our legendary city or completing

their shopping adventure in the city that never sleeps. This investment in enhancing our guest experience reflects the strength of the New Terminal One’s value proposition and reinforces our position as the terminal of choice for international airlines serving JFK Airport.”

“Our vision is to set a new standard in the U.S. with our commercial program at JFK’s New Terminal One, and Duty Free Americas is delivering on that ambition with a duty-free program that combines the best international brands with distinctly New York City flavor,” said **URW Chief Operating Officer Dominic Lowe**.

“This project is a once-in-a-generation opportunity to redefine travel retail, and, together with our partners, we are honored to play a role in shaping this transformational experience coming soon to travelers.”

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Jerome Falic, Duty Free Americas CEO

“Duty Free Americas is extremely honored to have been selected as the duty free concessionaire for John F. Kennedy International Airport’s highly anticipated New Terminal One. We extend our sincere gratitude to Unibail-Rodamco-Westfield, New Terminal One, and the Port Authority of New York and New Jersey for this incredible opportunity,” said **Duty Free Americas CEO Jerome Falic**.

“As JFK’s largest terminal, New Terminal One is set to redefine international travel to and from New York, and we are excited to play a key role in shaping its retail landscape. We are especially proud to introduce Skyline, a distinctive brand flag for the terminal and a new benchmark in the global travel retail industry,” Falic continued.

“Our innovative stores will elevate the shopping experience, providing international travelers with an unmatched selection of premium products in a dynamic and engaging setting.

“We look forward to building a strong and collaborative partnership with all stake-holders and are committed to ensuring the long-term success of this venture. Together, we will deliver a world-class duty-free destination that enhances JFK’s New Terminal One.”

SKYLINE  **DUTY FREE**

Duty Free Americas reveals vision for new duty free retail concession at JFK Terminal One

Delivering a premium travel retail experience

Duty Free Americas says that Skyline Duty Free will feature a curated, robust selection of luxury spirits, wines, skincare, cosmetics, fragrances, confectionary, fashion, accessories, gifts and more, including limited-edition and “Only at New Terminal One” products and collaborations.

The duty free collection will feature:

Independent brand boutiques and shop-in-shops showcasing both the world’s most renowned fashion houses and curated emerging brands

The latest retail innovations including holographic displays, multi-sensory virtual reality, tasting experiences, show-tending mixology bars, and A.I.-powered beauty treatments

“Outside In” Local Business showcase brings the essence of New York City’s famous markets —Urbanspace, Chelsea Market, Bryant Park, and more —to the terminal with a thoughtful selection of small-batch goods and locally-made artisanal products celebrating local craftsmanship on a global stage.

More than 1,000 square feet of hand-selected local products will be prominently featured in a rotating assortment.

Customer experience at the heart of Skyline Duty Free

DFA recognizes that a noteworthy customer experience is the key to drive any best-in-class duty free retail operation. Skyline Duty Free by Duty Free Americas will prioritize a 360-degree approach to providing this experience by incorporating the latest in digital interactions, multisensory experience centers, grandiose brand moments, exclusive product launches and much more.

DFA says that every detail has been expertly planned, from passenger flow and wayfinding down to VIP personal shopping services and even the ergonomics of merchandise bags. DFA understands that experiences are measured through the memory and is confident that its Skyline Duty Free operation will create thoughtful, engaging moments for passengers and incentivise repeat customers.

As an international-only terminal, once opened, the New Terminal One will be the sole airport terminal in the U.S. to offer the benefit of cash and carry, eliminating the need for gate delivery and providing additional ease of shopping and comfort to passengers; this will be a game-changing shift in the duty free dynamics in the United States, paralleling other international benchmarks abroad. This system also allows for greater flexibility in omni-channel solutions such as click & collect online shopping as well as direct deliveries to business lounges.

Premium product offer

Skyline Duty Free by Duty Free Americas is set to offer a truly elevated product selection, focusing on an extensive assortment of limited edition New Terminal One exclusive and premium versions of well-known brands and product categories.

Traditional duty free core categories will be complemented with destination-inspired product lines, custom fragrances, and personalization to ensure an unforgettable shopping experience.

DFA plans to utilise its proven experience and brand relationships, coupled with third-party advisors, influencers, skilled category managers, and a dynamic data-analysis program to structure a best-in-class merchandising plan for Skyline Duty Free.



The wines and spirits area of the new Skyline Duty Free stores will feature extensive tasting and mixology bars and other engaging experiences.

Experiential and innovation areas

Retail innovation specifically tailored to New Terminal One passengers will be ingrained in every aspect of Skyline Duty Free’s stores; holographic displays, multi-sensory VR tasting experiences, lift and learn displays, show-tending mixology bars, and immersive beauty experiences optimized by artificial intelligence will be a standard.

Located directly in front of Skyline Duty Free’s main store, a one-of-a-kind experiential area will be a highlight of the passenger journey. This versatile event space brings together the best of brands, sports, games, and digital interactions, creating unforgettable experiences.

DFA looks forward to bringing the best of New York’s local culture into the Skyline Duty Free program, showcasing interactive experiences from the city’s most iconic events in this dynamic retail stage.

Skyline’s duty free program will

also feature the very best of New York, offering passengers local products in its boutique and main duty free stores. The boutique will sell core product categories including wines and spirits from local craft distilleries and rooftop vineyards, premium chocolates and confectionery assortments, emerging skincare and fragrance brands, fine jewelry, accessories, and more.

The “Outside In” Local Program will bring the spirit of local markets like Chelsea Market and Winter Village to DFA’s experiential areas, offering passengers unique, small-batch products and gifts from artisanal producers based in New York.

DFA, a long-time operator in New York’s JFK International Airport, is eager to promote and support small local businesses and artists, actively collaborating with the New Terminal One, URW, the Port Authority, ACDBE partners, and local community leaders to ensure a robust, one-of-a-kind product offer.