



- Home
- LATEST NEWS
- PRODUCT NEWS
- REGIONS
- GALLERY
- EVENTS
- VIDEOS
- SUBSCRIBE
- DIRECTORY
- SEARCH...

Home » Latest News » Retail News » Airports » Westfield introduces first wave of...



## Westfield introduces first wave of retail revamp at LAX T1

Posted by: Kapila Gohel in Airports, Latest News, North America, Retail News January 28, 2015 0

International developer Westfield has announced six new dining and retail destinations at Los Angeles International airport (LAX) terminal one, as part of a \$508m overhaul spearheaded by Southwest Airlines in partnership with Los Angeles World Airports (LAWA) that will span 25,242sq ft nearly doubling the previous programme.

Westfield announced the six new venues including four Southern California concepts – which include four new retail shops, a spa and an L.A.-based rock-inspired restaurant – are the first of 24 new dining and retail concepts which are the first step in a dramatic transformation of T1 – the home of Southwest Airlines.

The four retail outlets include quality surf wear and lifestyle products from iconic boardsports brand Quiksilver, an airport first; confections from the debut of Treat Me Sweet, also an airport first; travel essentials, souvenirs and news and gifts at I Love L.A.; and gifts for men, women, and children at Brookstone.

The remaining two outlets include Rock & Brews, where travellers can sample a broad selection of international and world-class craft beers and quality American comfort food in a vibrant environment that celebrates everything they love about rock and roll and a Be Relax spa offering on-demand spa treatments, massage, nail and facial services.

“We’re excited to announce the beginning of a terrific new dining and retail collection as Southwest’s flagship terminal at LAX gets underway,” said Westfield executive vice president Dominic Lowe. “As proud partners of Southwest Airlines and Los Angeles World Airports, we’re working together to forge a transformative, seamless new experience for Terminal 1 travelers from curb to gate.”

Plans include two full-service restaurants, one of which will be the L.A.-based Rock & Brews co-founded by KISS front men Gene Simmons and Paul Stanley, along with a variety of casual, grab-and-go food offerings from local chefs and restaurateurs, as well as new high-end retail and travel essentials. The programme will open progressively, with the initial Westfield-developed spaces scheduled to open late 2015.

The total transformation of T1 is expected to be completed in 2018.

Westfield’s operating partners for the initial six dining and retail destinations at Terminal 1 are Crews (formerly Crews of California), LA-based Soto & Sanchez, Brookstone, Inc., and Be Relax.

The design vision for the new T1 forges the unexpected with efficiency, which is expressed through simple but sculptural forms curated with artisanal, creative and fun product and finishes. The terminal will be brought to life with open and expanded views to the exciting flight operations outside, inviting sightlines, as well as authentic layers of materials and finishes, sculpted facades and pops of colour inside.



- DFNI Archive
- TRI Archive



- living
- medical
- therapy
- beauty
- baby/gate
- sports



Sign up for newsletter

**GUYLIAN**  
The World's Favourite Belgian Chocolate

**DFNI WINNER**  
Travel Retail

- Popular
- Recent
- PUI Puig acquires Penhaligon's perfume
- Heinemann and Unifree win mega airport duty-free deal
- Thomas Cook Scandinavia to pre-order model on Condor
- Unifree to break duty-free world's biggest airport
- Men's Beauty Report: Male
- Estée Lauder harnesses the power of the diamond truffle

Past the security screening checkpoint passengers are invited on a world-class journey through unique districts with blurred boundaries:

- **The Crossing:** The first impression just past security welcomes passengers and offers a place of orientation and confirmation through its open visual access to a variety of dining, shopping and gate lounges.
- **Commercial Anchors:** A memorable and inviting experience that maximizes views and natural light. It features a cafe, Duty Free and Travel Essentials to draw travelers.
- **Marketplace:** A vibrant dining experience featuring a sculptural origami-inspired ceiling, open sightlines to gate areas, while expansive windows maximize daylight and views to the tarmac.
- **Commercial Hub:** An immersive retail experience, featuring unifying retail storefronts with dynamic portals, maximum height, transparency, and a layering of graphics and merchandising connects the area with adjacent dining and gate lounges.
- **Activated Gate Lounges:** Features open dining and floating retail to create a relaxed and connected, porous walk-through experience and maximum views from all sides.

T1 is served exclusively by Southwest Airlines. In 2014, more than 7.6m travellers passed through T1. Westfield's LAX portfolio includes T2, T3, T6 and Tom Bradley International Terminal.

Tweet 3 Like 2 +1 0 Share 46

Tagged with: LOS ANGELES INTERNATIONAL AIRPORT WESTFIELD

Previous: Perfetti Van Melle to focus on Mentos gum at IAADFS Next: APTRA maps out agenda priorities for early 2015

RELATED ARTICLES

LAX considers one-year extension to DFS duty-free contract

January 12, 2015

Bye-joe spirit of China arrives at DFS Group

January 8, 2015

Hudson awarded Los Angeles International T6 retail contract

November 21, 2014

Los Angeles International T6 line-up unveiled

November 21, 2014

LEAVE A REPLY

You must be logged in to post a comment.

Tweets Follow

DFNI DFNI Magazine @DFNI 1h Aelia to open walkthrough #dutyfree store at Lyon airport's future Terminal 1 dfnionline.com/lead-stories/e

DFNI DFNI Magazine @DFNI 30 Jan More than 180 companies to exhibit @IAADFS in March - dfnionline.com/regions/globe Expand

DFNI DFNI Magazine @DFNI 30 Jan DFA rolls out pre-order service nationally bit.ly/1vehxrd

DFNI DFNI Magazine @DFNI 30 Jan Duty Free Americas launches online duty-free shopping service bit.ly/1vehxrd #DFA Expand

DFNI DFNI Magazine @DFNI 30 Jan Aer Lingus wins Airline of the Year at ISPY2015 bit.ly/1veeoax @ISPYawards #ISPY2015 Expand

DFNI DFNI Magazine @DFNI 29 Jan The @ISPYawards draw to a close as the ISPY Inflight Sales People of the Year celebrate their awards

Tweet to @DFNI



STEE AUDE M P A N I

VIDEO: Delhi Duty Free to penetrate with walkthroug January 22, 2015

shopnfly partners with EL AL January 6, 2015

Inflight Service invests to boost order product mix January 6, 2015

VIDEO: Dufremol to double Chisinau expands January 20, 2015

New St Vincent airport prepares free tender launch January 22, 2015

DFNI The Global Awards for travel-retail excellence 2015. Let us know who are industry's finest. Cast your vote here. Voting deadline 20 February.

ABOUT	DUTY FREE PRODUCTS	REGIONAL NEWS	DUTY FREE NEWS INTERNATIONAL
Contact Us	Cosmetics	Asia/Pacific	Duty Free News International, Metropolis Business Pu 6th Floor Davis House, 2 Robert Street, Croydon, CR0 dfnionline.com and DFNI Magazine are published by International Group Ltd, 140 Wales Farm Road, London E16 6UG.
Events	Fashion & Leathergoods	Europe	
Help	Fragrances	Latin America & Caribbean	
Related Links	Jewellery & Watches	Middle East & Africa	
Sitemap	Liquor & Wines	North America	
Subscribe	Tobacco Products	Global	