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Press Information

HTAR welcomes Bijoux Ternier to AirPlaza

Global accessory brand opens new outlet at Tirana International Airport

Fashion accessories are a new addition to the retail range of the AirPlaza shopping mall at Tirana International Airport. As of July, the most recent AirPlaza tenant is Altesa SH.P.K, franchisee of the internationally popular Bijoux Ternier fashion chain. Under the motto "Luxury at USD 15", Altesa offers an extensive range of garments, footwear, watches and jewellery, together with travel accessories, stylishly presented in a 42 square-meter sales area.

Bijoux Ternier originates from Florida, USA, and today operates about 550 stores across 60 countries – many of them at airports, in retail malls and in train stations. In Albania, the company's activities started in 2009; the airport shop is the second boutique in the country. Bijoux Ternier is located on the departures level of the airport, where it is open daily from 3:30 a.m. to 8:30 p.m.

"Bijoux Ternier has been expanding in the tourism industry for years. For price-sensitive consumers, the 'low-price luxury' concept is very attractive. We are delighted to be able to present our new partner to passengers and visitors at AirPlaza", says Dr. Peter Pougias, Managing Director of HOCHTIEF AirPort Retail (HTAR). Since 2006, HTAR, a subsidiary of airport manager and operator HOCHTIEF AirPort, holds the master concession for all retail and catering business at Tirana International Airport under the brand AirPlaza.

As a wholly owned subsidiary of airport manager HOCHTIEF AirPort GmbH, HTAR bundles the company's competencies in airport retail business. At Tirana International Airport, HTAR holds the master concession for all retail, duty-free and catering business. HOCHTIEF AirPort acquired 47 percent of the shares of the airport company Tirana International Airport SH.P.K. in 2005 and since then has been responsible for operational management.