

PretAirporter.com: The Ultimate Airport Style and Travel Shopping Guide has landed

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LONDON, UK, February 14, 2017 /EINPresswire.com/ -- PretAirporter.com: The Ultimate Airport Style and Travel Shopping Guide has landed

- The new home for information, reviews and insights on products and offers available to global travel shoppers
- A showcase for premium beauty, fashion, accessories & drinks brands
- Competitions: Chance to win US\$1 million, luxury cars and airport-exclusive prizes
- Dubai Duty Free and Shiseido confirmed as launch partners

Leading multimedia publisher The Moodie Davitt Report is proud to announce the launch of PretAirporter.com, a new consumer website for the travel shopping channel.

PretAirporter.com is the go-to site for the latest airport and travel shopping news on fashion, accessories, beauty, drinks and travel-exclusive products.

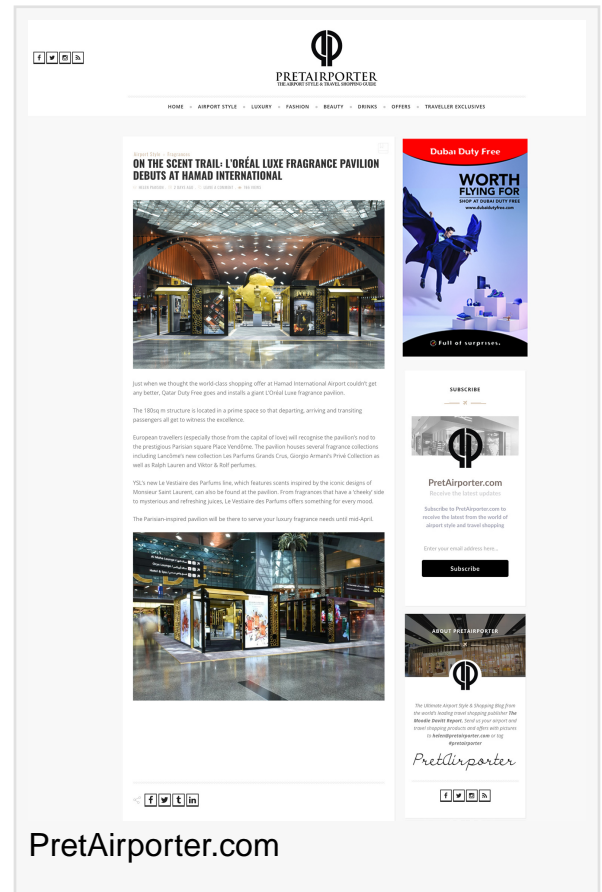
The website showcases and reviews the latest products and trends available to travel shoppers as well as exploring airport special offers, experiences and shops.

PretAirporter.com also features contributions from guest international bloggers, including Singapore-based beauty blogger and winner of Most Popular Beauty Blog for the Singapore Blog Awards 2015 Cheryl Chio and Co-Founder of popular fashion blog Cool Ur Style, Elena Galifa.

Competition time: Chance to win US\$1 million plus more!

PretAirporter.com already has the backing of major industry partners, including leading travel retailer Dubai Duty Free and Japanese beauty house Shiseido. In association with Dubai Duty Free's famous prize draw, PretAirporter is offering readers the chance to win US\$1 million via subscription to the PretAirporter.com e-Newsletter.

Just enter your e-mail address before midnight GMT on 28 February 2017 in the pop-up Dubai Duty Free banner on the home page or in the PretAirporter side bar for a chance to win a ticket to be entered into Dubai Duty Free's Millennium Millionaire draw.



PretAirporter will be working with Dubai Duty Free on a series of other reader promotions and competitions with some fantastic prizes in the coming weeks.

Readers also have the chance to get their hands on an airport-exclusive gift package from Shiseido via a Valentine's Day social media competition. For a chance to win, readers should post a picture of their favourite airport purchase to Instagram, Twitter or Facebook and use the hash tag #ilovepretairporter.

The competition will end at midnight GMT on 24 February 2017 and the winner will be revealed on 2 March.

The PretAirporter team

The PretAirporter team is led by The Moodie Davitt Report Brands Editor Helen Pawson, with regular contributions from the publication's Ben Sillitoe and Clare Austin. The Moodie Davitt Report Chief Creative Officer Matt Willey takes charge of all things digital.

For regular news and updates, visit PretAirporter.com to sign up to the PretAirporter weekly e-Newsletter.

"The launch of PretAirporter is a key and logical development for us," said The Moodie Davitt Report Founder & Chairman Martin Moodie. "The tremendous development of digital & social media in recent years has put the consumer at the heart of – and often in control of – the conversation with brands and retailers. We want to be part of that conversation too, both shaping it and reporting it.

"Given our strong leadership in the B2B sector of travel and airport shopping, it is a natural evolution to move into the B2C – and C2B – sphere. We know the stakeholders better than anyone and plan to provide airports, retailers, brands and consumers with an exciting platform that showcases latest products, channel exclusives and of course promotional campaigns.

"Travel retail is one of the key distribution channels for most international fashion, luxury, beauty and upscale spirits brands. Yet until now it has lacked a strong consumer voice. We believe PretAirporter.com will change that in an exciting, innovative and multi-national way."

PretAirporter Editor Helen Pawson commented: "The launch of PretAirporter.com marks an exciting time for The Moodie Davitt Report as the company makes its first major foray into consumer publishing. I am looking forward to driving this project, which has huge potential, and working alongside our talented in-house team as well as some outstanding international bloggers and key opinion leaders."

Follow PretAirporter on Twitter and Instagram (@pretairporter) or 'like' the Facebook page.

About The Moodie Davitt Report

The Moodie Davitt Report, formerly The Moodie Report, is the world's leading B2B multimedia publishing company for the global travel retail industry. Launched in 2002 by Martin Moodie, The Moodie Davitt Report's portfolio includes a website (www.moodiedavittreport.com), an e-Newsletter, e-Zine and Print Edition. The website regularly attracts over 300,000 page views a month.

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