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The Paradies Shops Begins Airport Renovation/Expansion

As the last flight left the gate last night, employees of The Paradies Shops, the concessionaire that operates the newsstand, gift and specialty retail stores at Will Rogers World Airport, will begin boarding up its doors. But in this case, boarding up the doors is good news. The company is embarking on a \$1.7 million renovation and expansion project that will feature an exciting new group of shops.

National airport retailer The Paradies Shops and their Oklahoma retail partner Kambers Gifts and Luggage was awarded the contract with the Oklahoma City Airport Trust through a formal request for proposal process last spring. As a result of this award Paradies-Kambers, LLC will completely remodel and rebrand four of their existing stores and add one completely new location.

When the stores reopen in late November, airport visitors can look forward to these new concepts:



POPS East and West - Inspired by the newest, coolest landmark along historic Route 66, Will Rogers World Airport will now give visitors a sneak peek to this uniquely Oklahoma destination. The WRWA storefronts will feature scaled-down replicas of the signature soda bottle that is so identifiable with the restaurant and soda shop. A broad assortment of products will be featured including newspapers, magazine, books, convenience items, souvenirs and of course, the #1 signature product – soda pop.

InMotion Entertainment - A new concept at Will Rogers World Airport, InMotion will provide business and leisure travelers with the most up-to-date digitally equipped devices, along with InMotion's trademarked PlayPoint digital download stations. Customers will be invited to explore and try the latest "gadgets" creating a shopping experience as entertaining as the products themselves.

EA Sports Experience - EA Sports, one of the world's most innovative and interactive global brands, will offer the travelers at WRWA a one-of-a-kind interactive sports experience. EA Sports will allow every customer the chance to "Step on the Field of Play." Gamers and non-gamers alike will find the latest EA Sports officially licensed apparel from the teams that make Oklahoma City great, including The Thunder, Sooners and Cowboys, as well as the entire Big XII roster.

Brighton Collectibles – An already popular specialty store at WRWA, Brighton will be expanded and redesigned. From rich, cherry millwork and warm faux limestone walls to the one-of-a-kind mosaic embedded in the entrance floor, everything about the store will be gracious and inviting. Products will include Brighton's exquisite collection of accessories including handbags, leather goods, watches, fragrances, jewelry, home accessories and more.

Bricktown Square – Bricktown, one of Oklahoma City's most exciting destinations will be brought to life at WRWA. This engaging location has been designed with the original and historic location in mind, providing an entertaining assortment of souvenirs and merchandise from the area's most famous local attractions including local apparel and gear, giftware and edibles.

All of the new stores will feature state-of-the-art designs that are customer-friendly, well lit, and planned with wide aisles that allow travelers to purchase products in a pleasing and accessible environment.

"The new concepts being introduced by Paradies-Kambers are attractive and entertaining, and provide a diverse mix of national and local brands," says Mark Kranenburg, Director of Airports. "Our goal is for the traveler at Will Rogers World Airport to have a great shopping experience. These exciting new stores, along with Paradies' strong commitment to customer service, will greatly enhance the retail concession program at our airport."

"Will Rogers Airport leads the industry in class and service and we are extremely excited to begin construction on our new concepts for OKC," said Gregg Paradies, President and CEO of The Paradies Shops. "Our partnerships with Oklahoma favorites such as POPS and Bricktown, as well as our exclusive alliance with national brands including EA Sports and CNBC News give us the opportunity to create a great retail program with both regional and global appeal."

The existing stores that will be closed for renovation are: TravelMart East and West, the Big 12 Shop, Brighton/PGA, and Oklahoma Marketplace. During construction, the retailer will operate from temporary kiosks located in front of the existing stores so that travelers will still have access to convenience and specialty items. Construction is anticipated to be complete in time for the Thanksgiving holiday.

The airport's two newsstands, CNBC News and CNBC News Express, will not be re-themed. Both stores have recently been updated with new lighting, fixtures, plasma screens and signage.

>> Ben Johnson, September 8, 2011 | 5:34 AM



Paycom Opens New OKC HQ

It's official: Paycom celebrated the grand opening of its new 90,000-sq.-ft. headquarters in Northwest Oklahoma City.

>> Ben Johnson, August 26, 2011 | 2:54 PM



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