



Aesop Zurich Airport press pack

Copywriter: Chris Babb

1. PRESS RELEASE (present tense, third person voice)

Heading (maximum of 35 characters with spaces)

Aesop Zurich Airport

Subheading (maximum of 105 characters with spaces)

A retro-futuristic capsule

Body copy (maximum of 1660 characters with spaces)

Inspired by the dynamic futurism of late-1960s design, Aesop Zurich Airport is a travel-sized vessel of the unexpected, created with the contemporary voyager in mind. In the midst of the space race, humanity's fascination with the cosmos and the capabilities of versatile new materials provoked an age of exceptional and overtly ambitious furniture design. This space is mapped in such a style, but with pragmatic touches which accommodate the needs and luggage of a fatigued traveller.

Using a limited material palette, this compact portal into an imagined future employs sustainably engineered materials to cultivate a meditative ambience, suggestive of the liminal twilight visible from the edge of earth's atmosphere. Two symmetrical openings frame the store and lead to further alcoves—one a small staff area, the other a private basin and seat where visitors can wash their face and apply formulations before a flight. The ceiling is covered with an ambiguously textured sound-absorbing material, while hovering bars of light illuminate the rows of amber bottles from above, both elements contributing to this moment of tranquility within the hectic transit hub.

In this space-age setting, clients can explore and select from a complete range of skin, hair and body care products, distinguished by botanical and laboratory-generated ingredients of the highest quality. The store's trained consultants are able to offer advice about products best suited to individual needs.

Aesop was founded in Melbourne in 1987 and today offers its superlative formulations in signature stores around the world. As the company evolves, meticulously considered design remains paramount to the creation of each space.

Aesop Zurich Airport

Airside Center, Level 1, Zurich Airport
Flughafenstrasse, 8060 Zürich, Switzerland
+41 (0)44 274 8899
ZurichAirport@Aesop.com

Monday to Sunday 06:00–20:00

Quote (maximum of 125 characters with spaces)

'Everything we talk about, everything we regard as existing, postulates consciousness.' Max Planck

2. ARTICLE PAGE FOR WEBSITE (present tense, first-person voice)

HEADING

Aesop Zurich Airport

Location:

Aesop Zurich Airport
Airside Center, Level 1, Zurich Airport
Flughafenstrasse

Aēsop®

8060 Zürich
Switzerland

Email:

ZurichAirport@Aesop.com

Opening hours:

Monday to Sunday 06:00–20:00

Telephone:

+41 (0)44 274 8899

CALLOUT:

A retro-futuristic capsule

BODY TEXT:

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