
FOR IMMEDIATE RELEASE

Tuleh Ruche Now Open at Denver International Airport

DENVER, CO — June 11, 2013 — Travelers at Denver International Airport (DIA) now have a new specialty retail store called, Tuleh Ruche, to shop at in the B Concourse Center Core.

Tuleh Ruche is a unique women's clothing and accessories store that sells lifestyle fashion, accessories, jewelry, organic fashion brands and travel essentials such as fashion-forward jackets, eclectic sweaters and layerable basics to eco-chic organic cotton tops and tees. Accessories include vintage style jewelry, scarves, and women's shapewear (Spanx). Travelers have the opportunity to purchase name brands such as Vera Bradley, Swarovski, Elle, Sweet Romance, Brighton Collectibles, John Atencio, Free People, Love Quotes, Michael Kors, Juicy Couture, Pandora, Ann Klien and much more.

"Denver International Airport strives continuously to make the passenger experience even better and we are always trying to improve," said Manager of Aviation Kim Day. "We welcome Tuleh Ruche to our concessions program. We know that our customers are going to appreciate the unique as well as brand name clothing and accessories they have to offer."

Tuleh Ruche is one of many new concessions that travelers will get to experience over the next several years, as more than 75 percent of DIA's concession locations transform due to expiring leases. Many new businesses will have the opportunity to compete for space at the airport, and travelers will benefit from world-class, fresh new products and services. Over the next three years, an estimated one to three new concessions may be transformed each month, leading to a great mix of local and national brands.

Tuleh Ruche is owned by Tugals, LLC, an ACDBE (The FAA's Airport Concessions Disadvantaged Business Enterprise Program). The owner also operates Bella on the B Concourse and the Vertical Mile Market in Jeppesen Terminal.

DIA's concession program consists of more than 170,000 square feet of retail space inside the airport that includes more than 140 locations offering an exciting culinary, fashion and retail experience. In 2012, the concession program generated \$281 million in annual gross sales and more than \$45.4 million in revenue to the airport.

For more information about retail store opportunities, please e-mail concessions@flydenver.com or visit <http://business.flydenver.com/bizops/concessions.asp>.

Denver International Airport is the 13th-busiest airport in the world and the fifth-busiest airport in the United States. With more than 50 million passengers traveling through the airport each year, DIA is one of the busiest airline hubs in the world's largest aviation market. DIA is the primary economic engine for the state of Colorado, generating more than \$22 billion for the region annually. For more information visit www.flydenver.com, check us out on [YouTube](#), like us on [Facebook](#) and follow us on [Twitter](#).

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