

## Mumbai Duty Free delivers great value to consumers with year-end Beauty Fiesta

By **Elena Owyong** on January, 6 2020 | Retailers



The fifth edition of Mumbai Duty Free's Beauty Fiesta at Mumbai International Airport offers consumers a variety of promotions across leading brands in fragrances, make-up and skincare

Mumbai Duty Free (MDF) has brought greater value to consumers at the fifth edition of its annual beauty shopping festival, Beauty Fiesta. The Beauty Fiesta event, which is held at MDF's store in Mumbai International Airport's Terminal 2, showcased various promotions across leading brands in fragrances, make-up and skincare.

Running from December 2019 to January 2020, one of the biggest attractions of this year's Beauty Fiesta is the addition of three new brands to MDF's portfolio – Kiehl's, NARS and Victoria's Secret.

Apart from that, brands such as Hugo Boss, Bvlgari, Carolina Herrera, Paco Rabanne and more, offer new products and exclusive offers. Other highlights of the festival include new launches such as Carolina Herrera's Bad Boy, Bvlgari's Man Wood Neroli, Marc Jacobs' Vibes Spring Le Daisy Love and Hermes' Twilly d'Hermes Eau Poivree

Additionally, MDF is offering shoppers who spend INR 7,500 (US\$104.50) and above, free shopping vouchers worth up to INR 5,000 (US\$69.70), delivering great savings.

This year, MDF has upped the ante of its festival by inviting beauty influencers to experience the store's offerings. During the event, guests were pampered with complimentary hand massages at the skincare counters of Estee Lauder, Clinique, Victoria's Secret and Kiehl's.



Beauty influencers were invited to Mumbai Duty Free's Beauty Fiesta to experience the store's offerings

The event also highlighted brands like Jo Malone, Tom Ford and Bottega Venetta which make for great gifting options. Guests were also offered quick and complimentary makeovers at the hands of beauty experts from MAC, Dior, Burberry and more. MDF offers these complimentary services to Mumbai International travellers through the year.