

EssilorLuxottica partners with Dubai Duty Free in Prada Eyewear pop-up



Prada Symbole sunglasses claim the spotlight with Dubai Duty Free at Dubai International Airport. Eyewear specialist EssilorLuxottica has teamed up with Dubai Duty Free in a Prada Eyewear showcase at Dubai International Airport.

A 16 square-meter Prada pop-up, in the airport's Concourse A, operated from February 1 to 29. The space showcased the latest Prada Symbole sunglasses, with the standout OPR A06S model - with a "bold attitude and contemporary sophistication" - embodying a blend of multifaceted design and geometric lines.

The pop-up's design echoed the essence of the Prada brand, with the Maison's iconic black-and-

white checkered flooring capturing visitors' attention. Complemented by minimalist podiums, all presented in the brand's signature neutral colour palette, the space celebrated Prada enduring style and sophistication.



The Prada Eyewear Pop-up offered Dubai Duty Free customers an exclusive opportunity to discover the latest in eyewear fashion

Matteo Goi, EMEA Travel Retail Director at EssilorLuxottica, commented: "I am delighted to further solidify our partnership with Dubai Duty Free through this presentation of the Prada Eyewear collection. The eyewear showcase echoed the dedication to innovation and craftsmanship synonymous with the brand. We extend our heartfelt thanks to Dubai Duty Free for their unwavering support in bringing this experience to travelers."

Sharon Beecham, Senior Vice President for Purchasing at Dubai Duty Free, added: "Dubai Duty Free

is committed to providing customers with unforgettable travel retail experiences. We are happy to have hosted the Prada Eyewear Pop-up which offered our customers an exclusive opportunity to discover the latest in eyewear fashion. We look forward to continuing our partnership with Prada and EssilorLuxottica to create more memorable moments for travelers.”