

PUIG brings Carolina Herrera to George Bush airport with multisensory pop-up



The pop-up at George Bush Intercontinental Airport is decorated in iconic Carolina Herrera red

In partnership with International Shoppes, Puig Travel Retail Americas is presenting a 20-square-meter Carolina Herrera pop-up at George Bush Intercontinental Airport in Houston from now through May.

Decorated in iconic red and featuring a gold bellboy luggage trolley, the Hotel Carolina Herrera concept combines bold elegance and chic modernity, offering travelers a multisensory experience with retailtainment elements and fragrance bars.

Travelers are able to discover these new fragrances and many more, including all-time classics 212 VIP Rosé and 212 Men. The pop-up features a game inviting visitors to choose a door number to open for the chance to win fragrance samples as a prize.



A dedicated animation space offers travelers a striking photo opportunity, while the tagline “very bad with a good heart” showcases Carolina Herrera’s recently launched Very Good Girl and Bad Boy Le Parfum fragrances

As with Carolina Herrera boutiques, a complimentary gifting-to-go service is available for all purchases made at the pop-up, and gifts with purchase are also on offer.

Scott Halpern, Vice President International Shoppes, said: “Carolina Herrera is a great brand, which has shown tremendous growth over the years within our stores. We are delighted to partner with Puig and bring forth such a unique and memorable experience to George Bush Intercontinental Airport. The pop-up is a true enhancement to the terminal and we are excited to see consumers interact with, explore and shop Carolina Herrera’s portfolio.”

Felipe Grant, Puig Travel Retail Americas General Manager, commented: “It’s our pleasure to bring the iconic retail experience offered by Carolina Herrera to travellers at George Bush Intercontinental Airport — a strategically important airport for the brand in North America. The Carolina Herrera Hotel pop-up is a major statement from Puig and the timing couldn’t be any better, with the brand recording a strong performance month after month. Our thanks go to International Shoppes for the great partnership and allowing us to bring to life the ‘alegría de vivir’ that the brand is known for in this vibrant space.”