

Carolina Herrera and Penhaligon's podiums open at QDF



VIP guests attended the ribbon-cutting ceremony at the official opening of Penhaligon's podium and launch of global-exclusive fragrance the Inimitable William Penhaligon



Travelers are invited to the new Carolina Herrera and Penhaligon's podiums to explore the collections, learn about the fragrances and receive personalization and gift wrapping for any gifts they purchase

Qatar Duty Free (QDF) and Puig have launched two new pop-up podiums at Hamad International Airport (HIA).

The official opening of Penhaligon's podium was also the launch of global exclusive fragrance: the Inimitable William Penhaligon. The ribbon-cutting ceremony was attended by VIP guests and officiated by Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, Hamad International Airport Chief Operating Officer, Engr. Badr Al Meer, Qatar Duty Free Vice President Operations, Mr. Thabet Musleh and the British Chargé d'Affaires to Qatar, Ms. Alexandra Cole.

At Penhaligon's podium, visitors can explore the Penhaligon's Portrait collection. They are also invited to download and use the augmented reality app to learn more about the story of each individual fragrance. For an extra special touch, engraving and gift-wrapping services are offered.

Throughout the month of December, Qatar Airways passengers will be invited to visit the Penhaligon's podium to collect their free gift with any purchase made.

Most-coveted Carolina Herrera

The Carolina Herrera Podium offerings include "the most coveted" collector editions, product customization, and a complimentary wrapping service. The festive spirit continues with a dazzling red candy store.

His Excellency Mr. Akbar Al Baker said: "We are delighted to be the first airport in the world to launch the Inimitable William Penhaligon collection and are pleased to also open this new Carolina Hererra pop-up. We are very grateful to our friends at Puig for choosing Qatar Duty Free as their partner. I

now invite all our many passengers transiting through Hamad International Airport this month to take advantage of all the incredible brands we have here for their festive shopping.”

Puig Global Travel Retail Vice President Kaatje Noens commented: “After the most challenging year ever for travel retail, Puig is happy to bring back some fun and excitement to all Hamad International Airport passengers that have waited for so long to travel again. Penhaligon’s and Carolina Herrera will both offer a unique experience in their own pop-up shop, with exclusive launches, customisation services, holiday offers and new digital experiences. This amazing project is truly only possible thanks to the great partnership with QDF.”

Engr. Badr Mohammed Al Meer, said: “Hamad International Airport is a diverse lifestyle destination which houses some of the world’s most prestigious brands that on occasion offer their products exclusively at our award winning terminal. We therefore offer our passengers one-of-a-kind retail experiences with a diverse range of products, keeping ease and convenience in mind. Be it proximity to boarding gates, notifications to the latest deals and offers or safe and contactless payment options, HIA’s Duty Free makes shopping enjoyable and hassle-free.”

Mr. Thabet Musleh said: “Puig is an important brand partner of QDF, and we are thrilled to host the exclusive pre-launch of the Inimitable William Penhaligon into travel retail. We invite our customers to try the highly innovative assistance apps to discover the Penhaligon’s Portrait collection and the fantastic range of Carolina Herrera Products at the pop-up store.”

During the last few months, QDF has undergone a complete transformation of its flagship store, “to provide customers with a remarkable duty free offer.” Expansion work also continues Hamad International Airport. This will add 11,720 square metres to QDF’s shopping and food and beverage space.