

Cartier opens first airport boutique in the Middle East



Cartier's new-concept boutique facade at Dubai Airport draws inspiration from traditional Arabic architectural elements

Cartier has introduced its latest airport boutique concept at Dubai International Airport and Bangkok Suvarnabhumi Airport. The openings seek to accelerate the French jewelry brand's presence in major airports.

Combining Cartier codes and local colors, the boutiques are equipped with fine details to enhance the mood of travel, including drawer pull handles resembling luggage handles. A dedicated "icon bar" is also featured, where shoppers with limited time at the airport can easily access Cartier's signature creations.

At Dubai International Airport, Cartier is celebrating its first travel retail boutique in the Middle East with Dubai Duty Free. The new-concept boutique facade draws inspiration from traditional Arabic architectural elements.

Located at Terminal 3, Concourse B, the store began trading on February 14, 2022. It aims to bring timelessness and Arabic tradition to travelers with an outer façade dressed in a metal cut evoking the mashrabiya.

Inside, they are greeted with furniture reminiscent of travel trunks. A fan-shaped panel is paired with red-orange fabric, featuring a distinctive pattern evoking the vegetation in which the panther roams, a motif rooted in local tradition.

The central column exudes a luxurious ambiance, and the experience is completed with walls adorned with larch and mirrors, covered in a plaster pleat of Cartier boxes.

Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free, said: “We are very pleased with the opening of the new Cartier boutique at Dubai Duty Free in Concourse B of Dubai International Airport. By placing the traveler experience at the heart of its travel retail concept, Cartier has brought the airport retail experience to a new height. We are excited to continue working with Cartier to offer true luxury shopping experiences tailored to the demands of the modern travelers.”

Classical history at Bangkok Airport

The subtle boutique interior at Bangkok Suvarnabhumi Airport features signature hues of Cartier, creating a warm and inviting space.

Since a partnership in 2004 with King Power International, Cartier’s boutique at Suvarnabhumi Airport in Bangkok has gone from strength to strength, the French house said.

Strategically located at the gateway after Customs clearance, its present location was a result of a move on March 1, 2022.

Tradition meets modernity with a 40-meter façade, complete with two wide entrances to enhance customer flow.

Designed with travelers in mind, the spacious boutique enables smooth circulation of clients with trolleys and prams.

Notably, the airport boutique is the first in the Southeast Asia & Oceania region to carry its full range of jewelry and watches for men, women and unisex product offerings.

Antares Cheng, Chief Merchandising Officer, King Power International, said: “With Cartier, our longstanding partner, we proudly introduce the reinvigorated boutique at Suvarnabhumi Airport, which enables us to initiate contemporary conversations with clients as we continue to uphold our tradition of service in making travelers feel at home.”