

DDF opens first Clé de Peau Beauté counter at Dubai International Airport



The radiance Clé de Peau Beauté counter was designed to incorporate the brand's signature colors of navy blue, white, gold and beige limestone in a range of luxurious textures and materials

Shiseido Travel Retail officially opened its first Clé de Peau Beauté counter at Dubai Duty Free in Concourse B of Dubai International Airport. The opening ceremony was proudly attended by Dubai Duty Free senior officials, headed by Ramesh Cidambi, Chief Operating Officer, and the Shiseido Travel Retail team, headed by Philippe Lesne, President & CEO.

Shiseido Travel Retail introduced its premium skincare brand in Dubai Duty Free in response to the growing demand in the region. The choice of DXB has been driven by a strong partnership with Dubai Duty Free, the strategic location of the airport, high traffic volumes, demographic of skincare customers — 60% of which are Asian travelers — and world-class facilities.

Commenting at the official opening, Mr. Cidambi comments: "We are delighted Shiseido chose to unveil its new Cle de Peau Beute counter in Dubai Duty Free, which is a testament to our good partnership with them. Thanks to Philippe and his team for making this possible and we know that our customers are as happy as we are to have this premium skincare brand available in our stores."

Mr. Lesne adds: "We are very happy to be here for this first opening of Clé de Peau Beauté within TR EMEA. This has come true, thanks to our strong and longstanding partnership between our two groups over the years. Dubai Duty Free is a leading operator bringing new and innovative offers to consumers and we are therefore extremely proud to offer Clé de Peau Beauté to their stores. Clé de Peau Beauté is the #1 brand in Japan in the Prestige category and has been number one for many years now."