

Lagardère Travel Retail introduces L'Éclair de Génie to DXB



L'Éclair de Génie adds a touch of Parisian 'haute couture' to Dubai International Airport

Lagardère Travel Retail, in partnership with acclaimed French pastry chef, Christophe Adam, has opened L'Éclair de Génie in Terminal 3 at Dubai International (DXB).

This is the first airport location for the brand and marks a significant milestone in the partnership between Lagardère Travel Retail and the globally celebrated pastry brand.

The L'Éclair de Génie, under the culinary mastery of Chef Christophe Adam, promises to bring passengers at DXB an exquisite range of pastries, including what is widely acclaimed as one of the world's best eclairs, viennoiseries and macarons. The café offers a curated selection of specialty coffees and organic teas to accompany the delectable treats, that are crafted fresh each day in Dubai. In addition, guests can enjoy a savory menu featuring fresh salads, sandwiches, and naan wraps.

Chef Christophe Adam is celebrated for revolutionizing the traditional French eclair. His innovative creations are described as "a feast for the senses", featuring vibrant colors and finished with the finest details.

The new outlet's design brings a touch of Parisian 'haute couture' to the heart of DXB, with eat in or take out options.



L'Éclair de Génie is known for its outstanding eclairs

Vadim Motlik, CEO of Lagardère Travel Retail UAE, said, "We are thrilled to have partnered with Chef Christophe Adam and bring this much-loved French brand to DXB. L'Éclair de Génie is a place where travelers can relax and indulge in some of the world's finest éclair and pastries, whilst immersing themselves in an ambiance reminiscent of the Parisian original. This new addition adds another touch of gourmet luxury to DXB, further emphasizing our dedication to continuously elevate the traveler's experience. Our goal was to bring this innovative concept to DXB and make it accessible to passengers from across the globe, underpinning our continued commitment to deliver unique and memorable experiences."

Chef Christophe Adam, L'Éclair de Génie, Founder, commented, "Dubai is a city dear to my heart. It makes sense in the development of L'Éclair de Génie to set up once again in this large and dynamic city. For the past ten years I have dreamed of having a travel retail presence in an airport. L'Éclair

de Génie has now opened its doors at DXB, one of the world's biggest air hubs. I'm absolutely delighted!

"Our aim was to offer a simple but aesthetically pleasing place where travelers could taste our pastries and chocolates on the spot or to go. This is the start of a wonderful adventure, in partnership with Lagardère Travel Retail."

Alison Macdonald, Vice President of Commercial Concession Management at Dubai Airports, added, "We are pleased to welcome L'Éclair de Génie to DXB as part of our ongoing transformation and elevation of the airport dining experience. The collaboration showcases the artistry of the French pastry and with an infusion of local flavors in exciting seasonal editions, it will introduce our global guests to celebrated tastes from across the region. We invite those traveling through DXB to embark on a sensory journey through our newest luxury gourmet destination."

The L'Éclair de Génie menu at DXB will feature seasonal editions. The Ramadan éclair collection is currently available and showcases beautifully decorated éclairs with fillings inspired by traditional Arabic flavors such as date and pistachio. This blend of the classic French pastry with local flavors celebrates a harmonious fusion of culinary traditions.