

QDF & HIA celebrate the launch of Viale di Lusso



Leading millennial fashionistas from iconic fashion destinations around the world, joined in revealing QDF's new avenue of luxury; the premium travel experience features an enhanced retail and dining portfolio at Hamad International Airport

Qatar Duty Free (QDF) celebrated the launch of Viale di Lusso, a new premium fashion avenue at the heart of the award-winning Hamad International Airport (HIA), introducing the world to a unique luxury travel experience, which features an enhanced retail and dining portfolio and a number of global and regional firsts.

The Viale di Lusso official opening ceremony was officiated by Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, Hamad International Airport Chief Operating Officer, Engineer Badr Al Meer, and Qatar Duty Free Vice President Operations, Mr. Thabet Musleh. H.E. Mrs. Eleni Michalopoulou, Ambassador of Greece to Qatar, Mr. Filippo Perzolla, Deputy Ambassador of Italy, and Ms. Carlotta Colli, Italian Embassy First Secretary, served as guests of honor.

Viale Di Lusso houses the first airport boutique in the Middle East for the renowned fashion designer, Valentino, as well as prestigious designer labels such as Dolce & Gabbana, Fendi, Jimmy Choo and Pucci, elevating QDF's existing impressive collection of brands.

The Emporio Armani Ristorante and Emporio Armani Caffè, world's first at an airport, add glitz to the Viale di Lusso, enticing passengers to indulge in culinary delights in a luxurious and relaxed setting. A Starbucks Reserve coffeehouse will provide coffee connoisseurs with unexpected creations and discoveries of rare, single-origin selections of unique roasts.

"At Qatar Airways Group, we know that the excitement and anticipation of international air travel begins the second travelers step through the doors of the airport and into an exciting, memorable and fulfilling journey. This unique collaboration between QDF and HIA proves our continuous efforts to offer an unrivalled retail and dining experience for our passengers," comments H.E. Mr. Akbar Al Baker, Qatar Airways Group Chief Executive.

“Hamad International Airport is proud to launch Viale Di Lusso, a unique luxury avenue at the heart of the award-winning airport terminal, offering a suite of global brands joining its existing retail portfolio. As a diverse lifestyle destination of its own, HIA continues to curate memorable luxury and exclusive retail experiences for travelers, designed around their discerning tastes, convenience and wellbeing,” adds Engr. Badr Mohammed Al Meer.

“Viale Di Lusso represents another step in the delivery of QDF’s mission to transform the retail and dining offer at HIA to ensure we continue to raise the bar in global travel retail, providing our passengers with a differentiated, memorable and unique experience.

“It’s an exciting period for us, as we continue to expand and we look forward to further enhancing our retail and dining portfolio in the next few months,” concludes Mr. Thabet Musleh, Qatar Duty Free Vice President Operations.

Leading millennial fashionistas from iconic fashion destinations around the world, joined in revealing QDF's new avenue of luxury. Dressed in bespoke creations and showcasing sartorial inspirations from Africa, South America, the Middle East and Europe, they accompanied guests in attendance of the ceremony on an exclusive tour of the high-end boutiques of Viale Di Lusso, which concluded with a food tasting at the Emporio Armani Ristorante and Caffè.

Throughout the last few months, QDF has undergone a complete transformation, unveiling a significant investment in transforming HIA into a premier global destination for international air travellers. In October 2020, HIA and QDF were voted as "Best Airport Voted for by Millennials" and "Best Airport Retail Environment", respectively, by the Travel Retail Awards 2020.