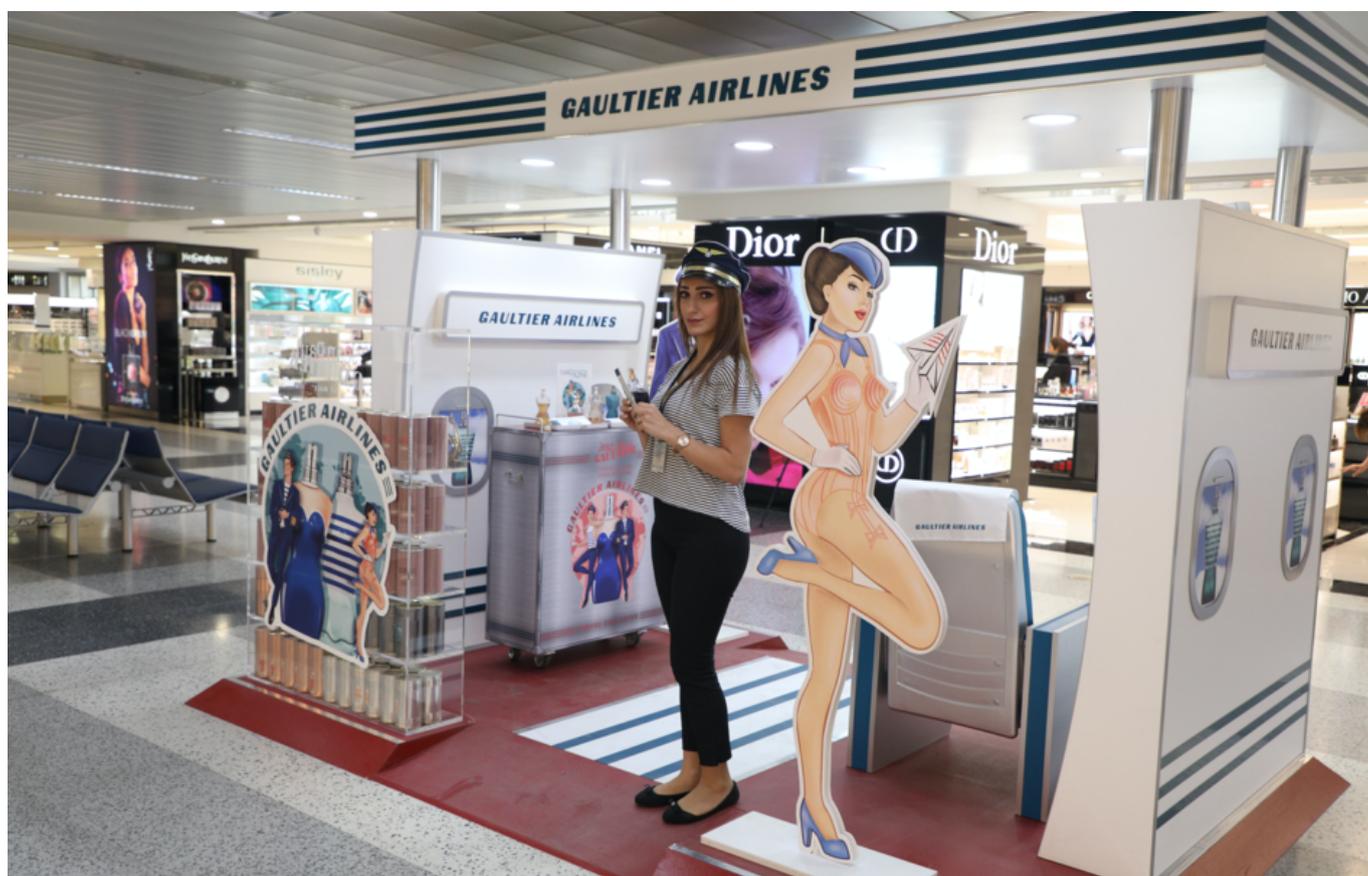


Gaultier Airlines aims to ‘play big’ in Middle East travel retail with Phoenicia Aer Rianta Company

By **Hibah Noor** on November, 12 2018 | Fragrances, Cosmetics, Skincare & Haircare



The retailtainment-focused Gaultier Airlines animation at Beirut International Airport features a plane seat where travelers can play an iPad game for a chance to win prizes

Puig has teamed up with Phoenicia Aer Rianta Company to launch Jean Paul Gaultier’s first travel retail-exclusive activation at Beirut Rafic Hariri International Airport, Lebanon.

The Gaultier Airlines concept incorporates a specific layout, designed by Puig, to fit Phoenicia Aer Rianta Company’s space requirements.

Running from October 1 to November 30, 2018, the animation brings to life two new Gaultier Limited Edition fragrances with an exclusive aviation-themed design: Classique Eau Fraîche for women and Le Mâle Eau Fraîche for men. These limited editions were launched in travel retail earlier this year and have been supported by a global airport activation campaign.

The retailtainment-focused animation features a plane seat where travelers can play an iPad game for a chance to win prizes. Shoppers are greeted by brand representatives dressed in vintage pilot and flight attendant uniforms.

The aviation theme is extended to boarding pass fragrance blotters and a special inflight-style magazine, which both encourage travelers to explore the Jean Paul Gaultier fragrance range.

Shoppers purchasing any Gaultier Airlines fragrances receive a travel-themed gwp, including a Gaultier Airlines branded neck pillow and travel-size perfume atomizers.

Jean Paul Gaultier General Manager, Thomas James, said: “The spirit of Jean Paul Gaultier is to bring a fresh and new experience to the customer at every touch point, through our products, communication and retail. With Gaultier Airlines we wanted to treat the travel retail distribution differently with a unique concept.

“Travel retail allows brands to express their identity with a lot of space and freedom, so we had the opportunity to push the storytelling further and propose a global 360-degree experience – products, retail, digital, retailtainment – all centered around the theme of Gaultier Airlines, at the boarding gate in 2017 and literally inside the plane this year. Through this animation, Jean Paul Gaultier really reasserts his aim to play big in travel retail.”