

Qatar Duty Free and L'Oréal Travel Retail partner to launch Beauty Avenue

By **Laura Shirk** on November, 4 2019 | Retailers



Lancôme, Yves Saint Laurent, Giorgio Armani and Helena Rubinstein take center stage at the award-winning Hamad International Airport

Qatar Duty Free (QDF) and L'Oréal Travel Retail have partnered to launch a luxury Beauty Avenue in the center of QDF's south shopping plaza at the heart of Hamad International (HIA). The retail destination presents four of the global beauty giant's hero brands: Lancôme, Giorgio Armani, Helena Rubinstein and Yves Saint Laurent.

Inspired by the world-renowned picturesque Parisian avenues, the Beauty Avenue boasts a replica marble arch at its center through which travelers are invited to explore four unique areas. The stunning podium also features shop front canopies and attractive displays that showcase products from each of the four brands.

In addition to the extensive range of perfumes, cosmetics and skincare products, the Beauty Avenue offers travelers an exceptional experience, with exclusive and premium services from Lancôme, flash makeup sessions at Giorgio Armani, skin biometric analysis at Helena Rubinstein and lipstick customization at Yves Saint Laurent.

Bruce Bowman, Senior Vice President, Qatar Duty Free, states: "This collaboration with L'Oréal Travel Retail is a testament to QDF's dedication to providing customers traveling through HIA with unique

experiences. The iconic L'Oréal Beauty Avenue has pride of place in the heart of the busiest retail space at HIA. This is the fourth time that L'Oréal Travel Retail has transformed this premium area into a beautiful pavilion where travelers can discover and shop some of the most iconic L'Oréal brands."

Gianguido Bianco, Managing Director - Europe, Middle East, Africa and India, L'Oréal Travel Retail, adds: "The Beauty Avenue podium, in partnership with Qatar Duty Free, showcases four brands that are amongst the most powerful in our portfolio and offers an immersive beauty experience to all travelers. Hamad International Airport allows a unique set up in the animation spot behind the Lamp Bear, where we can welcome millions of passengers in an outstanding environment.

Thanks to QDF's expertise and to our strong and diverse brand portfolio, exclusive services and exceptional experiences, we are more consumer centric than ever and we take our 'beauty for all travelers' mission to the next level."

In 2018, Qatar Duty Free launched the L'Oréal Grand Hotel Podium, which featured Yves Saint Laurent, Giorgio Armani/Privé Haute Couture Fragrances, Ralph Lauren and Maison Margiela.