

Qatar Duty Free celebrates first Dior boutique in Middle East travel retail

By **Aijaz Khan** on April, 20 2018 | Retailers



Qatar Duty Free has launched the first Dior boutique in Middle East travel retail, showcasing a “large and luminous” perfume offer

Qatar Duty Free (QDF), in conjunction with Parfums Christian Dior, has opened a one-of-a-kind boutique for passengers traveling through Hamad International Airport (HIA) this spring.

The new Maison Christian Dior collection showcases a “large and luminous” offer, the operator said, which includes 22 perfumes. The Maison Christian Dior boutique is located in the main retail atrium of HIA for all passengers to experience.

Head of Qatar Duty Free, Thabet Musleh, said: “We constantly strive to evolve our offering and to delight our customers with new and exciting experiences. We are proud to be the first airport retailer in the Middle East to launch a Maison Christian Dior boutique. It has been an instant success with all our passengers, which includes the addition of two new perfumes created exclusively for the Middle Eastern customer at our award-winning airport as part of the collection.

“Once again, it has been a privilege to work with our key partner Parfums Christian Dior to bring this elegant new boutique to HIA, making Maison Christian Dior at QDF an experience worth traveling for.”

Frank Dagher Hayeck, Travel Retail Director for Parfums Christian Dior Orient, said: “Having guests is

to make yourself responsible for their happiness as long as they are under your roof. And it is exactly the philosophy of our retail experience. We are very proud to partner with Qatar Duty Free to open this 'Parisian home with a window on Grasse', where all travelers at HIA can discover a scent, find a gift for themselves or their loved ones and enjoy the exclusive Art of Gifting that the brand offers on site."

The opening of the Maison Christian Dior boutique follows a string of recent store launches at HIA, including the third branch of the Gold shop, the opening of luxury British perfume boutique Penhaligon's, the second Harrods store and Polo Ralph Lauren.

These recent store openings are part of QDF's continuous efforts to provide passengers with a memorable five-star experience at the award-winning airport.