

Qatar Duty Free launches a new podium by PUIG at HIA

By **Hibah Noor** on September, 26 2019 | Retailers



Qatar Duty Free (QDF) has collaborated with PUIG to launch the brand's largest activation to date.

The space is diagonally split into two distinctive sections featuring 'Pacomarket' by Paco Rabanne and 'Hotel Carolina' by Carolina Herrera, two of the group's most prominent brands.

Located behind the Lamp Bear in the heart of Hamad International Airport (HIA), the 180 square meter podium boasts a full profile of fragrances from each brand.



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QDF has amplified the retail activation with an innovative media campaign that immerses passengers in the brand experience as they travel through the world-class airport even before they have reached the visually impressive podium. Key cards at HIA's Airport Hotel customized with the 'Hotel Carolina' theme, shopping trolleys sporting a barcode that plays on the 'Pacomarket' theme and Carolina Herrera and Paco Rabanne ads playing on iconic digital screens that dominate the retail plaza create intrigue around the activation and entice visitors to the podium to experience these unique brand concepts.



Equipped with a bellboy, a concierge, a check-in desk and customized passports, travelers will feel as though they stepped into a hotel lobby at 'Hotel Carolina.' Plus, the activation features a selfie corner, fragrance bars, a hand massage station and a gifting area where customers can personalize their

purchases.

'Hotel Carolina' exhibits Carolina Herrera's exclusive Private Collection, a collection of premium fragrances collection exclusive to the Middle East at the museum section of the podium. Star products include Sandal Ruby and Platinum Leather, as well as, a range of luxurious fragrance oils and a selection of masculine and feminine lines available at the fragrance bar.

The 'Pacomarket' offers an interactive experience in which customers can play and do their shopping as if they were in a supermarket. Along with an entertaining game, a vending machine and much more, the section promises a Paco Rabanne experience unlike any other. At the 'Pacomarket', passengers can shop Paco Rabanne favorites Million Lucky and Lady Million or discover the magnetic duo, Invictus Legend and Olympéa Legend.

Bruce Bowman, Senior Vice President, Qatar Duty Free noted: "We are delighted to partner with PUIG to provide customers traveling through HIA with an experience that takes them on a unique journey of discovery. The split podium is a very playful concept that shows the personality of each brand through contrasting themes, gifting opportunities, exciting games and numerous Instagram worthy spots. We look forward to welcoming our customers to 'Hotel Carolina' and 'Pacomarket' and to more exciting collaborations with our brand partners in the future."

Antoine Lafourcade, Global Travel Retail Vice President, PUIG added: "Qatar Duty Free's unmissable activation space located behind the Lamp Bear provides us with the ideal platform to showcase two of our most popular brands to the millions of global travelers passing through Hamad International Airport this autumn. Our consumer-first mindset, together with the expertise and backing of Qatar Duty Free, makes for a world-class activation, which travelers will be sure to be inspired by."





In April, QDF was named 'Airport Retail Operation of the Year' serving more than 30 million passengers annually at the *DFNI-Frontier* EMEA Awards 2019.

One of the largest duty free offers in the world, QDF boasts an impressive portfolio of more than 90 retail outlets, as well as more than 30 restaurants and cafés at Hamad International Airport. QDF continues to evolve, providing passengers with new shopping experiences, brands and products. Recent store openings and pop ups include a new Perfumes and Cosmetics store, Tag Heuer, Penhaligon's, Pandora, Tiffany & Co., TUMI and Aigner.