



# HAMAD INTERNATIONAL AIRPORT DUTY FREE GETS UPGRADE

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**The sun-drenched beauty of the South of France has been recreated in Doha by Qatar Duty Free and Dior with the unveiling of an exquisite wall of beautiful pink roses at Hamad International Airport (HIA). The 180 square metre animated Dior Les Parfums installation, inspired by the Rose de Mai – the signature bouquet of Dior’s new fragrance La Colle Noire – will wow visitors with a full sensory experience throughout July until September.**

Visitors to Qatar Duty Free will discover Dior’s world of fragrances and be ‘transported’ from HIA in Doha to the French Riviera, via a series of multi-sensory experiences, including a perfumed flower garden, and live violin music as travellers explore Dior’s flower garden in the Château de La Colle Noire.

A visit to the Dior garden will be completed with a scented rose gift, a special keepsake that embodies the beauty and delicacy of the new fragrance.

Qatar Duty Free is also gifting free perfume personalisation to all customers who purchase one of Dior’s exclusive La Collection Privée range from the stand, with the opportunity to have the perfume bottle engraved with a name or message, the perfect touch for any occasion.

Senior Vice President Qatar Duty Free, Mr. Luis Gasset said, “Shopping at Qatar Duty Free is truly an extraordinary experience for our customers. Our range of luxury brands and exclusive offers

are complemented by excellent customer service and incredible experiences that make a visit to Qatar Duty Free in HIA an unforgettable part of the journey.

“This exclusive Dior promotion, the latest brand collaboration for Qatar Duty Free, is part of our ongoing strategy to customise and tailor our offers for our customers who have the opportunity to choose from one of the biggest collections of beauty brands, fragrances and cosmetics, in any airport in the world.”

An art work in pink roses, soft floral designs and summer shades, visitors to the Dior podium can pose at the bespoke Dior Instagram frame to snap a few selfies with the wall of roses providing unique scenery.

Commercial Director Travel Retail at Dior Frank Dagher Hayeck said, “After the great success of the first edition held in 2015 at HIA, we are glad to present our brand new ‘Dior Les Parfums’ Pop Up 2016 in collaboration with Qatar Duty Free. This year, we will go even further with this partnership, proposing to all the travellers passing through HIA from July to September a unique customer experience while exploring our exclusive podium and all of its numerous treasures: its hundreds of Grasse roses rising up to five metres high, La Colle Noire famous Christian Dior house, a true ‘quete d’essence’ with Francois Demachy and many more while getting unique Dior personalised gifts for themselves or their loved ones.”

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