
Qatar Duty Free opens Dior tribute at HIA

By **Rachel Debling** on November, 30 2018 | Airline & Terminal News



Image courtesy Qatar Airways

Hamad International Airport (HIA) is now home to a new multi-sensory shopping experience, the Dior Les Parfums Podium, care of a partnership between [Qatar Duty Free](#) (QDF) and Parfums Christian Dior.

An exclusive event at HIA for VIP guests commemorated the launch and was officiated by Qatar Airways Group and Dior officials: Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker; Hamad International Airport Chief Operating Officer Engr. Badr Al Meer; Qatar Duty Free Vice President Operations, Mr. Thabet Musleh; Dior in-house Perfumer and Creator Mr. François Demachy; Dior Travel Retail Senior Vice President Mr. Olivier Dubos; and Dior Middle East Travel Retail Director Mr. Frank Dagher Hayeck.

The Dior installation walks guests through a virtual Grasse garden, essentially transporting them to the south of France via a 360° screen, complete with enticing aromas. Dior's full fragrance catalog is highlighted in the experience, including Sauvage, Miss Dior, J'adore and Joy by Dior, its latest 2018

fragrance creation. Other fragrances from the Maison Christian Dior Collection are also on hand to be discovered, such as the new Rose Kabuki fragrance. In addition, the podium provides passengers with wrapping stations and consultations with beauty advisers.

Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, said in a statement from the airline: "Today marks an important milestone as we come together to celebrate a world exclusive partnership with Dior Parfums. At Qatar Airways Group, we take our role in ensuring that the journey is the best part of our passengers' travel experience very seriously, delivering excellence both on the ground and in the skies. With new, innovative and immersive experiences like the one we see here today, it is clear that both Dior Parfums and Qatar Airways Group are organizations whose identities are synonymous with innovation, elegance and firsts."

At the ceremony, Parfums Christian Dior Senior Vice President of Travel Retail Worldwide, Olivier Dubos, commented: "At Christian Dior, we have always loved perfume, and it is part of our history. This is the fourth edition of Dior Les Parfums in partnership with Qatar Airways Group.

"Dior Les Parfums conveys our love for perfume, deeply rooted in the south of France. We have the honor today to have with us François Demachy, who imagines all our perfumes, being based in the magical region of Grasse, the world capital of Perfumery. This pop-up is our way of bringing Grasse to people from all over the world travelling through this prestigious airport. We will take them on a sensorial journey of discovery to experience the virtual Grasse gardens, with a 360° screen encompassing them with beautiful flowers, and living the Dior fragrance experience like nowhere else."

Qatar Duty Free Vice President Operations, Mr. Thabet Musleh, said: "We are excited to be working alongside Dior to unveil this exclusive experience at Qatar Duty Free. Parfums Christian Dior and Qatar Duty Free have a connection unlike any other in the travel retail industry. This launch is yet another step forward in building on our longstanding relationship, with the presence of our honorable guest François Demachy. We look forward to seeing this rose-inspired podium blossom at our home, Hamad International Airport."

Hamad International Airport Chief Operations Officer, Engr. Badr Al Meer, said: "With Qatar Duty Free's extensive portfolio of leading brands, HIA offers retail choices that not only cater to each passenger and their preferences, but also lend personal and memorable experiences. QDF's partnership with Dior Parfums will do exactly that, offering a retail experience that is exclusive and special to HIA travelers."

QDF and Dior have previously launched a number of podiums at the airport, including the Dior Les Parfums podium in 2015 which featured 6,000 roses; in 2016, they debuted a 180-square-meter wall of flowers. QDF also launched the Maison Christian Dior boutique in the main retail atrium of HIA earlier this year to showcase the creations of François Demachy.