

# TimeVallée opens ME flagship boutique in Qatar Duty Free



From left to right: A photo from the Ribbon Cutting Ceremony with Michael Genoun, CEO of TimeVallée, Qatar Airways Group Chief Executive His Excellency Akbar Al Baker and Hamad International Airport Chief Operating Officer, Engr. Badr Al Meer

TimeVallée opened its first boutique in the Middle East at Qatar's impressive Hamad International Airport. Located at Qatar Duty Free (QDF), TimeVallée is aligned with QDF's vision of providing "an inspirational, magical, and memorable shopping experience," housing many prestigious Swiss Luxury Watchmakers from heritage and more contemporary Maisons including Baume et Mercier, Bell and Ross, Cartier, Hublot, IWC, Jaeger LeCoultre, Panerai, Piaget, Tag Heuer and the first Watchfinder in the region.

It offers a seamless customer experience throughout all the showcased Maisons, in addition to a customer service and a pre-owned watches lounge by the renowned Watchfinder.

The official opening of the two-story multi-brand boutique was celebrated at a ribbon cutting ceremony. The event was attended by VIP guests and officiated by Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, along with Hamad International Airport Chief Operating Officer, Engr. Badr Al Meer, Qatar Duty Free Vice President, Mr. Thabet Musleh and CEO of TimeVallée, Mr. Michael Guenoun.

Known across Asia and Europe for its sophisticated in-store design, the two-story multi-brand boutique is designed to make a statement in line with the ravishing airport terminal. The store also features an impressive 3D screen to showcase the Maisons in an impactful yet futuristic way.

TimeVallée also boasts an omnichannel client journey and interactive experiences with a client-centric approach. Customers can expect a trustful, knowledgeable, and attentive service from experts to be guided into a magical and entertaining journey. By combining innovative phygital luxury with personalized services, shoppers can visit the discovery counter, with its state-of-the-art digital technology to explore best-sellers, latest pieces, limited-edition and Maison collections.

TimeVallée is proud to bring this luxury shopping experience to Hamad International Airport and is looking forward to welcoming customers to TimeVallée.

"We are thrilled to be opening the doors of the latest TimeVallée boutique in partnership with Qatar Duty Free. We are looking forward to extending within the region and reaching our valuable guests through the memorable experience our destination offers for watch enthusiasts in the Middle East. The boutique's unique design, space, and customer service set us apart and we believe it will be an important addition to the luxury retail landscape in the Middle East," said Guenoun.

"It is an honor to welcome the luxury watches boutique TimeVallée as an addition to our extensive retail portfolio at Qatar Duty Free. We are very proud to launch the first TimeVallée boutique in the region; adding on to many other world-firsts and exclusives at Qatar Duty Free. We invite passengers to discover exquisite watches and jewellery from some of the world-renowned watchmaking brands in this unique new concept store," Mr. Thabet Musleh, Vice President of Qatar Duty Free.