

Dior and Delhi Duty Free open La Collection Privée pop-up



Left to Right : Marie Franck (Area Manager Travel Retail- Parfums Christian), Ashish Chopra (CEO-DDFS), Ingrid Pineau (General Manager Parfums Christian Dior), Abhijit Das (Head of Marketing-DDFS), Viswanath Iyer (Head of Buying-DDFS), Ravi Sharma (Head Retail-DDFS), Payal Lal (Dy. Head of Buying-DDFS)

Dior and Delhi Duty Free celebrated the opening of the new Dior La Collection Privée pop-up at New Delhi International Airport on June 27th, 2024. This unique collaboration allows passengers to experience the most desirable ultra-premium perfume collection. The space provides exclusive services and brings together all Dior La Collection Privée perfume.

Delhi Duty Free CEO Ashish Chopra expressed his excitement about the collaboration: "As we welcome La Collection Privée Christian Dior to Delhi Duty Free, we are not just opening a new shop in shop; we are unveiling a world of elegance and luxury. This marks another milestone in our commitment to providing travelers seeking luxury with an exceptional shopping experience. La Collection Privée Christian Dior, with its timeless charm, perfectly complements our mission to offer the best to our valued customers. We invite you to explore this splendid addition and immerse yourself in the allure of La Collection Privée Christian Dior at Delhi Duty Free. Your journey begins here."



The boutique's interior design incorporates elements of both Parisian elegance and the Grasse region, known for its perfume industry

Dior Travel Retail General Manager Middle East Africa and Indian Sub-Continent, Ingrid Pineau, stated: "We are very pleased to open La Collection Privée in partnership with Delhi Duty Free and Delhi Airport. We nourish a long-term relationship together and we strongly believe that Delhi International Airport is the ideal fit for La Collection Privée."

The space, designed with meticulous attention to detail, offers a sensory experience for customers to explore a wide range of fragrances, candles, and soaps. With this new boutique, Dior aims to provide an unparalleled olfactory experience that celebrates the brand's heritage while embracing modern sensibilities and innovation in the world of luxury perfumery.

The collection, curated by Dior's Fragrance Creation Director, features 22 scents that blend classic favorites with new additions. The boutique's interior design incorporates elements of both Parisian elegance and the Grasse region, known for its perfume industry.

Images of the Château de La Colle Noire and the flower fields that supply ingredients for Dior's perfumes adorn the walls, highlighting the brand's commitment to quality. The iconic fragrance bar showcases signature scents such as Oud Ispahan, Gris Dior, and Ambre Nuit, alongside newcomers like the floral Lucky and Jasmin des Anges, which pays tribute to the jasmine of Grasse.

La Collection Privée encourages customers to engage with the fragrances personally, allowing them to discover new favorites that can be packaged as gifts in customized Dior boxes.