

Guerlain pops up at Dubai Airport



Officials from Guerlain, Dubai Duty Free, Dubai Airport and JCDecaux at the official inauguration of Guerlain's first-ever Haute Parfumerie pop-up store in travel retail at Dubai Duty Free in Concourse B of Dubai Airport

French house Guerlain has launched its first-ever Haute Parfumerie pop-up store in travel retail at Dubai International Airport (DXB), in partnership with Dubai Airports, Dubai Duty Free and JCDecaux.

Introduced in March 2022 and officially inaugurated on May 12, this premium immersive experience is set to reach departing as well as transiting passengers from Concourses B and C, Terminal 3.

"We are thrilled to collaborate with Guerlain, in conjunction with our partners Dubai Duty Free and JCDecaux, in bringing this highly exclusive experience to our global guests traveling through Dubai," said Eugene Barry, Executive Vice President Commercial at Dubai Airports.

With its contemporary, refined aesthetics, the pop-up seeks to offer "an exceptional destination, offering a truly beautiful journey situated at the crossroads of fragrance and art".

Commenting on the Guerlain pop-up, Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free, said: "We are delighted that Guerlain has chosen our retail operation as the launch venue for this innovative pop-up that is going to be in Concourse B for 16 months. We know that our customers, who travel through DXB from all over the world, are going to enjoy this highly personalized shopping experience and will have the chance to understand more about Guerlain as a brand and to enjoy this very special selection of products that have been specially curated."



Guerlain's Haute Parfumerie at Dubai Airport features l'Art & la Matière, a collection of 17 "olfactory masterpieces" inspired by art

Véronique Courtois, CEO, Guerlain, stated: "For the first time we invite the travel retail consumer to enter the world of Guerlain, to embark upon a luxurious sensory journey, a place for celebration and interaction, placing a spotlight on haute perfumery, exclusive services, custom features and personalization – a boundless playground of luxury."

Guerlain's Haute Parfumerie features l'Art & la Matière, a collection of 17 "olfactory masterpieces" inspired by art.

In addition, the space celebrates the art of home fragrance used in everyday life. Designed to complement the Eaux de Parfum of the L'Art & La Matière collection, these products are brought to life by candle flame or diffuser.

Meanwhile, the Les Matières Confidentielles collection is used to fragrance homes, skin or materials.

Personalization is key

Inside the pop-up, a dedicated space has been designed for skincare and makeup.

The skincare space highlights the Orchidée Impériale complete skincare range, which is effective in tackling the signs of skin ageing and is housed in a creative, jewel-like design.

Guerlain's expertise in lip makeup, formed over almost two centuries, is showcased in Rouge G, which offers a huge variety of shades and textures for personalization.

Purchasers of a l'Art & la Matière fragrance have the option of adorning their bottle in a variety of

ways.

This customization experience offers “beautiful materials and colors dear to the house of Guerlain. They are crafted with care in Guerlain boutiques at the hands of perfume experts, who uphold this house-exclusive art of customization.”

For example, the plate placed on top of the bottle stopper can be chosen from among 12 versions.

To ensure that the bottle is unique, color options of gold, black, blue, red, pink or green are available for the thread, as well as a choice of either gold or black for the tassel.

Bottles can also be engraved with initials, a name or a short message.

The Art of Gifting is also celebrated in the imaginatively designed gift packaging.