

L'Oréal and Dufry launch Valentino make-up at Heathrow Airport



Valentino make-up is now available at World Duty Free in London Heathrow, Terminal 5

[L'Oréal](#) and [Dufry](#) have partnered to launch [Valentino](#) make-up in [Heathrow Airport](#). Located in World Duty Free's main store in Terminal 5, this will be one of the first airport locations in Europe to feature a permanent Valentino make-up counter. A second permanent counter is set to follow shortly in the World Duty Free store in Heathrow Terminal 3.

"The Valentino make-up range brings authenticity to consumers, offering 26 Very Valentino lipsticks shades and 30 Very Valentino foundation shades to answer to all skin tones for a true color match," notes a press release. "Twin Liner, Brow Trio and the Iconic Go-Clutch powder are ultra-versatile, multi-use and easy to use. Inspired by the concept of a fashion accessory, Go-Clutch powder is a Valentino iconic product, featuring a chain, it houses a diminutive MiniRosso and a powder. Rosso Valentino lipstick, Go-Cushion compact and Go-Clutch powder are all refillable."

Delphine Poultney, UK Head of Beauty at Dufry, said, "We are extremely proud to be able to offer the first permanent counter in Travel Retail Europe for Valentino make-up and we would like to take this opportunity to thank our partners at L'Oréal, who have worked in such close partnership with us to make this possible. At Dufry, we work very hard to ensure that we deliver newness, exclusivity and the best travel experience to our consumers, and this launch most definitely ticks all those boxes."

Floriane Bove, Dufry's Senior Category Manager for Beauty in UK, added, "This project took more than a year of strong collaboration, with both Dufry and L'Oréal sharing the same ultimate goal of putting the consumers at the center of our shops. This translates into offering the best variety of products and with Valentino make-up, we are talking about an extravagant and inclusive make-up brand that - through its bold colors and individuality - brings the joy of self-expression to whomever wears it! L'Oréal have done a splendid job in bringing the haute couture codes of the Valentino Fashion House into the realms of make-up, and working together on this project has, once again, proven the strength of the partnership between Dufry and L'Oréal."

Antny Rankin, VALENTINO General Manager for TR EMEA said, "Valentino as a luxury beauty brand is about impact, energy and connection with its consumers. This bold new expression in Terminal 5 brings all of that to life. A big bravo to all the teams who delivered this project. We could not be more excited for passengers to experience this new face of the brand in Travel Retail."

Guillaume Ducout, VALENTINO General Manager for TR WW said, "Traveling consumers flying through Heathrow Terminal 5 cannot miss this eye-catching new corner in the World Duty Free store! We can't wait to share the brand's energy and intensity with consumers: VALENTINO beauty is a really positive mood booster that everyone needs right now!"