

Maison Christian Dior boutique opens in Dubai Duty Free



The first Maison Christian Dior in Dubai Duty Free in Concourse B of Dubai International Airport

The house of Dior officially opened its first Maison Christian Dior boutique at Dubai Duty Free (DDF) in Dubai International Airport on Thursday, September 12. The ribbon-cutting ceremony took place in Terminal 3, Concourse B and was attended by

DDF senior officials, headed by Colm McLoughlin, Executive Vice Chairman & CEO and the Parfums Christian Dior team, headed by Francois Demachy, Dior Perfumer-Creator.

Designed to evoke the look and feel of a Parisian home, Maison Christian Dior offers a remarkable range of fragrances, candles, soaps and body creams. Now available for all departing passengers in Concourse B, all of the fragrances have been created and supervised by Francois Demachy to celebrate a contemporary French Art de Vivre.

Commenting on the opening Mr. McLoughlin said, "We are delighted to see the opening of this elegant retail outlet, which is right in the heart of our busy Concourse B. We believe that this is the kind of retail experience that our customers want to see, and I am sure that it will surprise and delight them."

Mr. Demachy added, "I am very pleased to celebrate the opening of this new Maison Christian Dior Boutique. Dubai Duty Free is a key partner for Dior and we are extremely happy to offer the opportunity to all passengers to discover the full Maison Christian Dior fragrances along with my latest creation 'Spice Blend.' I wish all the best to Dubai Duty Free and Dior Travel Retail Middle-East with this new beautiful boutique!"

Maison Christian Dior extends the celebration of perfumed pleasure, whether buying for oneself or for a loved-one, for the joy of returning to a favourite scent, or for the thrill of trying a new composition. Armed with these highly desirable objects, Maison Christian Dior is a place where finding pleasure and finding the perfect gift merge and become one. At Maison Christian Dior, the possibilities are infinite, as perfumes live alongside an entire family of fragrant creations.

Since 2006, François Demachy has enjoyed immense creative freedom in composing Dior perfumes. Today, Maison Christian Dior is his ideal playing field, providing him the opportunity to continue exploring fragrant territories that are as personal as they are audacious.