ATU Duty Free opens new Tissot pop-up at Istanbul Airport

The Tissot pop-up at Istanbul Airport

[ATU Duty Free](#), a subsidiary of [TAV Airports](#) and [Unifree Duty Free](#)/ [Gebr. Heinemann](#), has opened a Tissot pop-up store in Zone 4 of Istanbul Airport's international terminal.

According to the company, the pop-up features the brand's iconic products and contemporary designs, as well as a selection from Tissot's PRX collection. There is also an area in the store where beverages are served, and a "Buzzer Beater challenge" area with an augmented reality basketball screen on a digital display.

Ersan Arcan, ATU Duty Free CEO, said, "We continue our efforts to increase our brand collaborations and bring our passengers together with more global brands. In this context, we are pleased to open Tissot's new pop-up store at Istanbul Airport. Passengers visiting the Tissot store will not only find charming designed products from the brand's latest and the most popular collections, but will also have a different shopping experience with the digital basketball area inside. We will continue to work to bring world brands to our portfolio with our international know-how of more than 20 years in luxury retail business and the synergy arising from the partnership between Gebr. Heinemann and ATU Duty Free."

Jan Richter, Director Purchasing FAWJ at Gebr. Heinemann, said, "We are delighted to have teamed up with Tissot on this prestigious project. Together with our partner ATU, we have created a unique and inviting brand experience for an international audience that fits in perfectly in the Luxury Hill at

Istanbul Airport. Congratulations and thank you to all those involved in this truly outstanding project!''

Sylvain Dolla, Tissot CEO, added, "We are proud to be able to present our watches and brand in such a premium location, thanks to this pop-up store at the Istanbul Airport, which reaches people from around the world. We would like to thank our partners for this opportunity and congratulate all the players involved for the quality of their work.''