

Avolta celebrates 'Presentedby' launch at Abu Dhabi's Zayed International Airport



Avolta's render of the new Presentedby store

Leading travel experience player Avolta continues to extend its presence in the Middle East by expanding its operations at the new Zayed International Airport in Abu Dhabi, in the UAE.

Following the successful launch of 13 F&B concepts in the new Terminal A, Avolta is building on its partnership with Abu Dhabi Airports by introducing its first travel retail store concept, 'Presentedby', set to debut in early 2025.

With flagship stores in the fashion capitals of London and Paris, as well as in Dubai, Riyadh and Mexico City, Presentedby has established itself as an innovative space “truly reflecting the changes in consumer attitudes and trends”. Showcasing limited edition and exclusive sneakers and streetwear, the 210-square-meter store is expected to transform the airport’s retail offer with its immersive retail experience and customer-centric approach.

Attracting some of the biggest names in music, sports and the arts, the store will offer sneaker and street wear enthusiasts a place to shop, discover and share their love for urban culture.

Blending Presentedby’s sneaker and streetwear offer with a curated selection of Avolta’s certified pre-owned luxury accessories, bags and watches, travelers will have access to a forward-thinking and show-stopping store concept. Included in Avolta’s portfolio for the first time, the store will feature innovative and sustainable pieces with a focus on design, eco-friendly materials, alongside products produced at the airport with 3D printed material.

Luis Marin, President and CEO Europe, Middle East and Africa, Avolta, said, “We are honored to

bring our experience to Abu Dhabi's Zayed International Airport, a standout in the region's rapid growth and innovation. Through our Destination 2027 strategy, we are committed to continue enhancing the travel experience by seamlessly integrating our retail and F&B offerings to better serve travelers.

"Our partnership with Abu Dhabi Airports and our internationally relevant brand collaborators, like Presentedby, illustrates our commitment to creating meaningful value. We look forward to continuing this collaboration and contributing to the region's success."

Elena Sorlini, Managing Director and Chief Executive Officer at Abu Dhabi Airports, commented, "Avolta's innovative approach to curating a portfolio of exciting concepts, like Presentedby perfectly aligns with our vision of catering to the evolving needs of today's global traveler. At Abu Dhabi Airports, we are dedicated to transforming the airport experience into something truly exceptional. We are thrilled to partner with Avolta in making AUH a world-class travel hub and thank them for their progressive and innovative mindset in elevating the passenger experience."

Nohman Ahmed, Co-Founder & Director of Presentedby, added, "We are proud to be recognized as a trusted name in the industry, we are excited about this collaboration and are thrilled to announce our first airside location at Abu Dhabi Airport. Here, we will provide a unique physical retail experience, offering a selection of limited-edition and sought-after items."