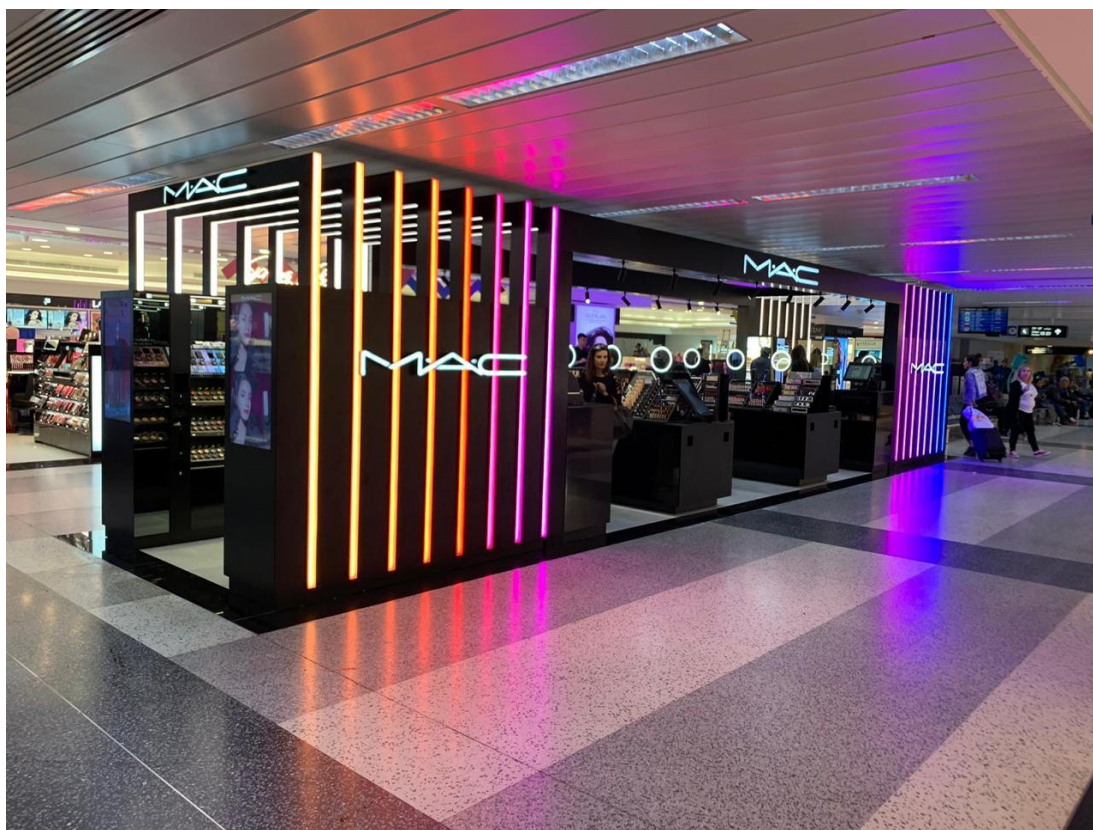


# Beirut Duty Free unveils new counter for star brand MAC



On April 22, Beirut Duty Free unveiled its first standalone MAC counter in its Departures terminal

Beirut Duty Free has opened its first standalone MAC counter, following the success of the US beauty brand in the Lebanese duty free store.

The 30 square meter space, which began trading on April 22, is located in the main hallway of the Departures terminal and carries a wide variety of products and services.

“We began working with MAC in April 2015 and the brand has been growing from strength to strength. Although the initial location for the brand wasn’t as prime as we would have liked, we decided that this time we would really make a bold statement and where better than the main walkway of the terminal,” enthused Adrian Bradshaw, General Manager, Beirut Duty Free.

“MAC has a great reputation with our customers, the brand awareness is high in the country and region, which has led MAC to being our number one makeup brand, so we’ve certainly put our best foot forward on this project,” said Bradshaw.

He believes that with the operator’s strong collaboration with MAC and Estee Lauder Group, that not only will this bring enhanced visibility to the brand and to the duty free shop as a whole, but will really further enhance the customers shopping experience at Beirut Duty Free.

Over the past 12 months, Beirut Duty Free has expanded the space for perfumes and cosmetics by a total of 45 square meters, equivalent to a 10% increase in the shop space.

The retailer has listed new beauty brands such as Benefit, Pinky Goat and will be adding Rituals, Jo 1

Malone London, Nars and other sought after brands.

