

Dior brings holiday magic to Istanbul Airport



The ribbon-cutting ceremony was held on December 8. It was attended by [L-R] Senior Vice President of LVMH Travel Retail Beauty Alireza Danai, Christian Dior Parfums Travel Retail Europe General Manager Edouard Dordor, Christian Dior Parfums Travel Retail Area Manager for Heinemann Thierry Ducarre and Christian Dior Parfums Travel Retail Account Developer for Heinemann Alexander Cronert and Christian Dior Parfums Retail Manager Turkey Travel Retail Hande Yıldırım

Parfums Christian Dior, Gebr. Heinemann and Unifree Duty Free have teamed up to create a festive pop-up in Istanbul.

The house of Dior brings a sparkle to the holiday season with its animation, inspired by the French Tuileries Garden.

Featuring an enchanted design, the immersive activation takes travelers on a unique shopping journey within a fairy tale atmosphere. The kiosk invites visitors to discover its iconic and limited edition fragrances, skincare products and make-up ranges.

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Unifree Duty Free Chief Commercial Officer Ceren Tongu said, "[We are thrilled to have the privilege to be here and to unveil a wonderful Dior holiday campaign at Istanbul Airport. As Unifree Duty Free, we are working hard to offer unique experiences that will make our guests feel special. And through this extraordinary holiday campaign, we will delight all travelers on a special journey, in which they feel they are in the Tuileries Garden in Paris.]"

Jens Peter Peuckert, Director Marketing, Gebr. Heinemann, said, "This truly unique pop-up stands as a wonderful showcase of a spectacular assortment and an unforgettable experience.

"With Dior, we share a vision of unique shopping experiences. Together we are expanding the horizons of travel retail."

All passengers are invited to share in the festive magic until end of December 2023.