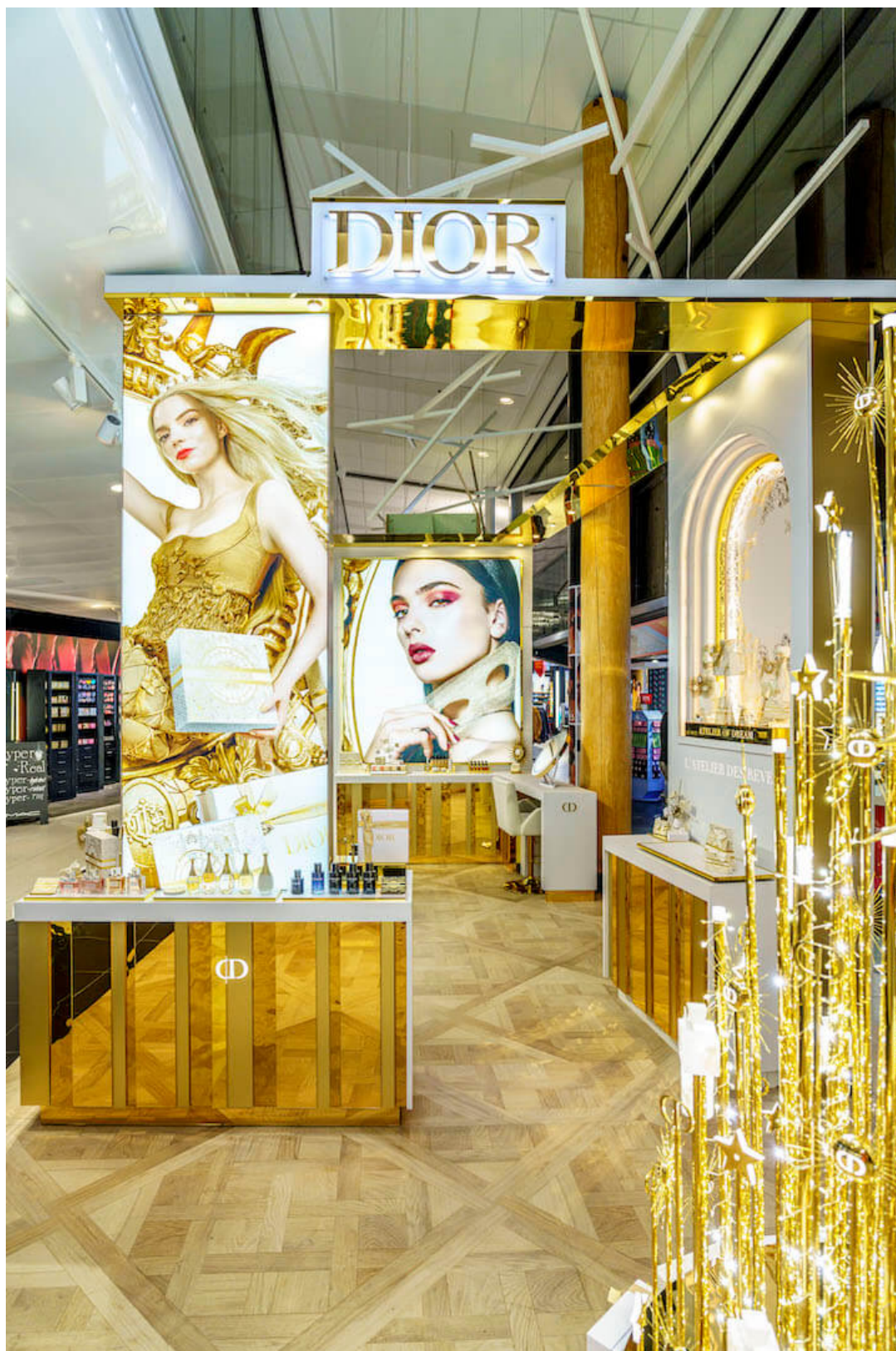


# Dior launches exclusive La Collection Privée fragrance pop-up at Montreal duty free



The luxury retail installation from Dior and ARI elevates Montréal's airport shopping experience

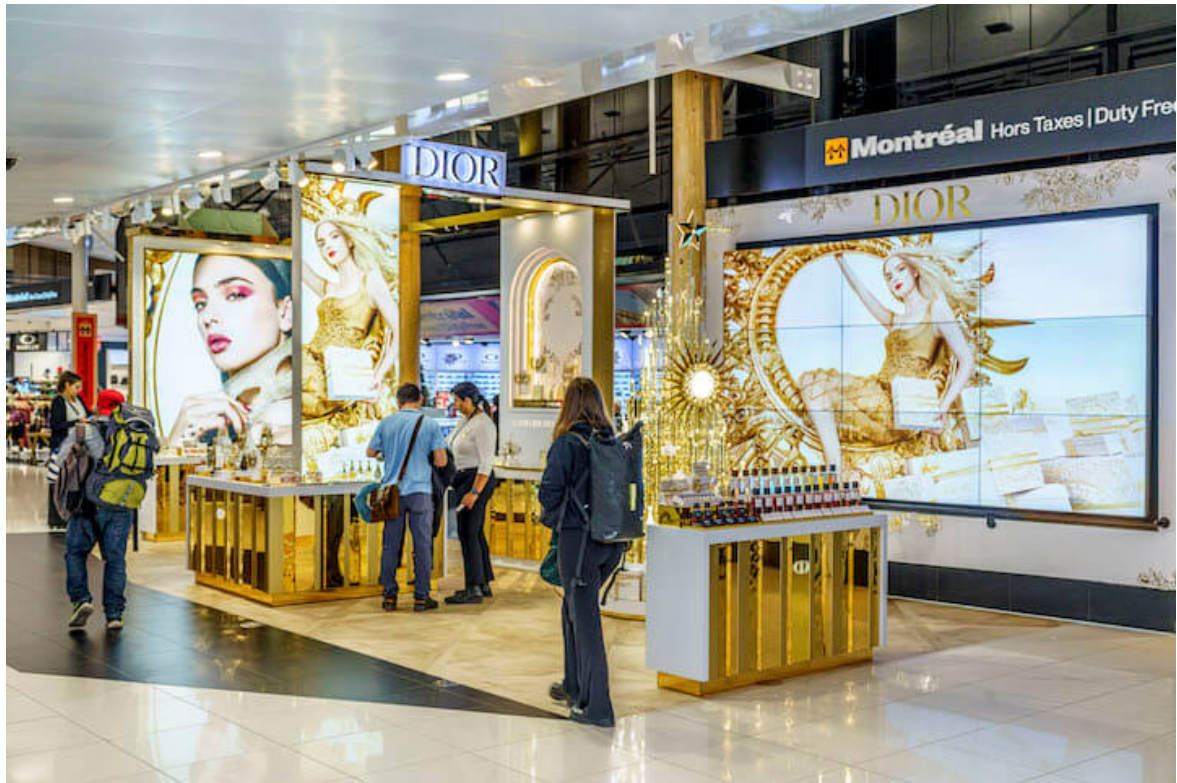
Montreal Duty Free has introduced a new luxury installation at YUL Montreal-Trudeau International Airport – an exclusive La Collection Privée pop-up boutique by Dior, marking its only presence in Canada. This prestigious line of fragrances embodies Dior's rich heritage through a collection of artisanal scents created by the renowned French fashion house.



The elegant display showcases Dior's exclusive fragrance collection

The boutique offers travelers a chance to explore these sophisticated fragrances, which are distinguished by their exceptional quality and rare ingredients. Each scent in La Collection Privée reflects Dior's commitment to timeless elegance and craftsmanship, providing passengers with an opportunity to discover unique fragrances for themselves or as distinctive gifts.





### Travelers discover Dior's La Collection Privée at Montreal-Trudeau International Airport

This latest installation continues Montreal Duty Free's tradition of creating meaningful retail experiences that enhance the passenger journey. Known for its distinctive collaborations and impactful retail presentations, the duty-free operator aims to elevate the travel retail experience while bringing enjoyment to travelers. The pop-up boutique will remain at YUL Montreal-Trudeau International Airport through December 3, 2024.