

Dubai Duty Free celebrates milestone sale of the Royal Salute Platinum Jubilee Collection



The Royal Salute Platinum Jubilee Collection is regarded as a collector's item like no other

Dubai Duty Free is celebrating a “historic milestone” this month with the sale of the Royal Salute Platinum Jubilee Collection, valued at US\$140,000, marking it as the single highest transaction within Wines & Spirits in the retailer’s 41-year history.

The collection, a tribute to HM Queen Elizabeth II and Royal Salute’s regal heritage, has a historical link to the British monarchy spanning over 70 years of HM’s reign, with the first flagons of Royal Salute created in 1953 to commemorate the Coronation.

Known for producing some of the most exceptional aged whiskies in the world, Royal Salute - a brand owned by Pernod Ricard - crafted this limited-edition and ultra rare product (only 147 bottles ever produced) as a tribute to HM’s historic 70-year reign. A complete set comprises of seven crafted crystal decanters, one for each decade, inspired by the monarch’s brightly colored brooches. The collector’s item like no other was sold at Dubai Duty Free in the recently inaugurated Royal Salute Luxury Boutique in Terminal 3 Departures in Concourse A.



Dubai Duty Free and Pernod Ricard Global Travel Retail executives at the official opening of the Royal Salute Luxury Boutique in Concourse A

Vipin Palliyath, GM of Pernod Ricard Global Travel Retail - India, Middle East & Africa, said, "This sale is a true testament to our close partnership with Dubai Duty Free and our shared ambition of providing travelers with an elevated retail experience and is indicative of the appetite in the region from connoisseur's and collectors alike.

"The Collection's rarity, coupled with the experience in our luxury boutique, made it a prime opportunity for those looking to acquire a piece of liquid history. We are thrilled in achieving yet another milestone in our journey with Dubai Duty Free."

For Dubai Duty Free, this sale is more than a transaction and reinforces its reputation as a premier destination for luxury shopping.

Ramesh Cidambi, Dubai Duty Free Managing Director, commented, "This success reflects the strong partnership we share with Pernod Ricard Global Travel Retail in bringing luxury offerings and experiences to our customers. At Dubai Duty Free we are committed to elevating the travel experience for our customers and with the Royal Salute luxury boutique in Concourse A as well as the recent renovations in our liquor shops in Concourse B, we believe that we are offering a world class service to travelers."

The sale is a historic moment that reflects the intersection of luxury, history, and retail experience. It is a remarkable achievement for Pernod Ricard, Dubai Duty Free and the buyer, setting a new benchmark in the world of luxury spirits.