

Dubai Duty Free launches new fashion pop-up shop



Centrally located in DDF's Concourse B at DXB, this pop-up offers an ideal opportunity for fashion brands that are represented in parts of the airport that are closed at this time

Dubai Duty Free (DDF) has opened a new fashion pop-up shop in Dubai International Airport's (DXB) Concourse B (CB), with the 245-square meter area featuring a carefully curated collection of apparel, handbags and accessories.

This pop-up, which is in a central and highly visible location in CB, offers an ideal outlet for fashion brands that are represented in parts of DXB that are closed at this time. The chance to launch this fashion pop-up shop follows the permanent re-location of Gifts from Dubai into two Foodplus stores in Concourse B (East and West).

"Every retail space counts, now more than ever, and this new pop-up shop enables us to feature fashion brands from other concourses. We believe in the fashion sector's ongoing potential and using this space efficiently provides brands with a good opportunity, as well as providing passengers using Concourse B with the opportunity to shop for their favorite fashion items," says Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free.

Currently, there are eight brands occupying this new retail space: Coach, Michael Kors, MCM, Furla, Escada, Etienne Aigner, Emporio Armani and Ralph Lauren.