

Dubai Duty Free partners with Moët Hennessy Open Premium Champagne Concept at Dubai International Airport



The Champagne concept was chosen as an opportunity to lead the retail transformation and category management project. It highlights the uniqueness of the portfolio by creating a premium and personalized environment

Dubai Duty Free and Moët Hennessy have championed the opening of a luxury Champagne concept within luxury Champagne. The prominent space emphasises celebration and memorable moments, drawing visitors into the store with its impressive displays.

The new Dubai Duty Free Arrivals Shop features a total retail space of 1,100sq m, which is a significant increase over its previous retail area of 660sq m.

Terminal 3, which is exclusive to Emirates Airlines, has a capacity of 43 million passengers a year and is the busiest retail area for Dubai Duty Free, which continues to be one of the largest single airport retailers in the world with sales in excess of US\$2 billion last year.

The store entrance features a 17 metre Champagne wall designed and produced by Moët Hennessy. Open 24 hours, the installation showcases five iconic Maisons: Moët & Chandon, Veuve Clicquot, Ruinart, Dom Pérignon and Krug. It provides a wide range of Champagnes including exclusive large formats, available only at this store, and offers a bottle personalization service. The dedicated 44 sq m area is complemented by an animation zone with digital screens that engage the consumers with

storytelling, making each visit an immersive experience.

Dubai Duty Free Executive Vice Chairman & CEO, Colm McLoughlin said: “We are delighted to partner with Moët Hennessey for its new premium Champagne concept, which is one of the many new retail elements that we have introduced for the first time at the recently opened Arrivals Shop in Terminal 3.”