

Duty Free Americas reveals 'Red Carpet' fragrance activations



Dior J'adore l'Or comes to life at Miami International Airport



Duty Free Americas (DFA) has introduced immersive, experiential fragrance pop-ups and 'Red Carpet' activations at key airport locations across the Americas this month (November).

Featuring both niche and global brands, the promotions feature limited edition releases through immersive activations and expert demonstrations. Vibrant digital displays invite passengers in to discover each fragrance, with DFA's beauty ambassadors on hand to provide expert guidance. According to DFA, this concierge approach allows for a highly personalized service, with sampling and trend-led advice.

Brands featured in the November activation series include Narciso Rodriguez, Montblanc, Jimmy Choo, Dior and Givenchy. DFA said the wide-ranging activations underscore the travel retailer's status as the trusted duty free retailer of choice for luxury beauty brands.

Each of the fragrance pop-ups immerse passengers in bold, distinctive brand universes across the Americas region. Dior J'adore l'Or comes to life in Punta Cana, a "voluptuous" perfume essence perfectly balanced with orange blossom, jasmine grandiflorum and centifolia rose absolutes. Dior embodies the fragrance through the use of highly impactful screens and bold flower motifs within the shop-in-shop in Punta Cana International Airport and a full takeover of Miami International Airport.

In Miami International, Hartsfield-Jackson Atlanta, Tocumen and Punta Cana International airports shoppers are invited to discover Shiseido's Narciso Rodriguez Parfums All of Me. The multifaceted fragrance has been created for a new generation of women who "confidently embrace their beauty, grace and power". The eau de parfum reimagines floral fragrances by fusing rose centifolia with geranium bourbon.

DFA has partnered with Montblanc in Miami International and Hartsfield-Jackson Atlanta to present Montblanc Explorer Platinum. The powerful, woody textured fragrance celebrates the world of

mountain exploration and adventure. With an energetic freshness of violet leaf, clary sage and warm cedarwood, the bold structure is reflected in the pop-up's vibrant visual identity.

In five stores at Miami International Airport passengers are invited into the universe of Jimmy Choo Rose Passion. Captured in the fuchsia pink bottle, the scent evokes a sense of glamour with frangipani flower, orchid, jasmine, sandalwood and exotic vanilla.

The November activity is completed by a partnership with Givenchy at Tocumen International Airport, Terminal 2, Panama with an iconic Beauty Kiosk. The new Givenchy L'Interdit Rouge Ultime is made using upcycled cacao shells for a seductive warmth alongside orange blossom, patchouli and a vetiver wood accord. DFA invites passengers to embrace their singularity in the pop-up space, which features digital screens and a dedicated sampling countertop.

Joseph Falic, Duty Free Americas Vice President, said, "Duty Free Americas has built a reputation as a force across the beauty category, and I'm proud of our work developing this rich series of activations. We're ahead of the curve when it comes to the latest beauty trends and customer needs. Our knowledgeable store staff offer the utmost in personalized shopping through our beauty concierge service, and I'm delighted that we're able to roll out our approach with our fragrance partners this November."



Punta Cana International airports shoppers are invited to discover Shiseido's Narciso Rodriguez All of Me fragrance