

Hennessy launches basketball-themed retail concept at Dubai Duty Free



The Hennessy activation will be spread across three locations at Dubai International Airport

[Moët Hennessy](#) Travel Retail has launched an innovative retail concept for Hennessy in collaboration with [Dubai Duty Free](#) at Dubai International Airport (DXB).

According to the company, this first-of-its-kind immersive experience in the Middle East is designed to engage travelers with the dynamic spirit of a basketball game as they journey through the airport. With a focus on attracting a new generation of traveling consumers across multiple touchpoints, the activation reflects the diversity that Dubai represents as a multicultural hub.

Each participant will have the chance to capture an "Instagrammable" moment of their experience, which is located at a pop-up space that includes a compelling abstract basketball playground featuring over 150 basketballs that emulates the vibrant energy of a game. The immersive experience also showcases Hennessy's assertive mantra, "Never Stop, Never Settle."

The activation will be spread across three locations: Pop-up Departures CB Zone 6, Terminal 3 Dubai Duty Free Arrival Shops 3, and 4.

Laurent Boidevezi, President of Moët Hennessy Asia Pacific, Global Travel Retail & Private Sales, said, ¹

"We are thrilled to bring Hennessy's basketball collaboration to DXB, as it is a unique and exciting way to engage travelers. Our partnership with Dubai Duty Free demonstrates our commitment to delivering exceptional and memorable experiences, offering innovative products to their customers, while inspiring a new generation of consumers through the dynamic spirit of a basketball game."

Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free added, "Dubai Duty Free is pleased to partner with Hennessy in bringing this innovative and unique retail concept to our stores in Dubai International Airport. We are dedicated to offering our customers a diverse range of cutting-edge products and experiences. We are confident that the immersive basketball-themed activation will be a big hit with travelers creating unforgettable moments as they travel."

Shoppers will have the opportunity to purchase limited collector's editions of Cognac Hennessy V.S.O.P and Hennessy X.O, created specifically for the series of activations and available at the pop-up spaces in both Arrivals and Departures.