

Qatar Duty Free and Dior launch global exclusive Tobacolor

Qatar Duty Free (QDF) has announced the launch of Dior's new fragrance, Tobacolor. The retailer held a grand unveiling ceremony at the Dior boutique at Hamad International Airport (HIA).



Tobacolor can be found at the Dior Boutique inside the Beauty Store of QDF's South node retail plaza, which includes an impressive selection of global brands such as Dolce & Gabbana, Tom Ford, Estee Lauder, Lancôme, and Yves Saint Laurent

Maison Christian Dior has never before launched a fragrance in travel retail. The fragrance, which is an oud inspired by notes and tones from the Middle East, will be available exclusively at QDF throughout February. As of March, it will be available globally.

360-degree marketing with the trinity

As QDF is in a unique relationship with HIA and Qatar Airways, it is an especially strong choice for brands to launch products and services with exclusive events. QDF, HIA and Qatar Airways work together in partnerships with leading luxury brands to bring unique experiences to travelers.

In this case, passengers flying with Qatar Airways in February will receive personalized invitations to visit the Dior boutique to discover Tobacolor. They are also offered a complimentary engraving with purchase of any 250-ml bottle of the fragrance.



The Tobacolor launch is Maison Christian Dior's first launch in travel retail

The airline's Premium Class passengers may collect a discovery-size bottle of Tobacolor from the boutique. All travelers at the airport are able to purchase customized "Qatar" gifting sets featuring Arabic calligraphy with their purchase of the Tobacolor fragrance.

The marketing campaign offered by QDF brings Tobacolor to Qatar Airways passengers from before their flight begins all the way through shopping upon arrival. "Qatar Airways group is leveraging multiple touchpoints across all stages of the passengers' journey, including the Qatar Airways website and newsletters, on-board Qatar Airways' award-winning Oryx One in-flight entertainment system, through a media display takeover at HIA - including iconic digital screens and one of the new airport approach road backlights - as well as across social media channels."



LVMH exclaimed its excitement at launching the fragrance at QDF

Qatar Duty Free Vice President Operations, Mr. Thabet Musleh said: “We are proud to once again partner with Maison Christian Dior to launch their latest fragrance, Tobocolor, at Qatar Duty Free as a worldwide exclusive. We are delighted to be uniquely positioned to work with our brand partners to bring amazing and unique personalised experiences to our customers at every stage of their journey. It is because of this and the resilience of Qatar Airways and HIA — both awarded the 5-Star COVID-19 Airline Safety Rating by Skytrax — that QDF was the preferred partner for Dior and to host the worldwide launch of the amazing Tobacolor. We are delighted to continue to build on our strong brand and product portfolio to create a world-class shopping experience for our travellers.”

VIPs applaud the launch

The unveiling ceremony was attended by VIP guests and officiated by Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, Hamad International Airport Chief Operating Officer, Engr. Badr Al Meer, Qatar Duty Free Vice President Operations, Mr. Thabet Musleh, Mr. Frank Dagher, General Manager Travel Retail, LVMH Perfumes and Cosmetics, and the French Ambassador to Qatar, H.E. Mr. Franck Gellet.



The unveiling ceremony was attended by VIP guests

His Excellency Mr. Akbar Al Baker said: "I am delighted to unveil a worldwide exclusive for our trinity of Qatar Duty Free, Hamad International Airport, and Qatar Airways, in partnership with Dior. Within our enviable trinity, we strive for excellence and innovation in all areas. Product exclusives are an important part of our world-class retail offer – giving our passengers yet another reason to fly with us via the Best Airport in the Middle East."

Engr. Badr Mohammed Al Meer said: "We continue to work with our partners at QDF and Qatar Airways to elevate the passengers experience throughout their entire journey. This exclusive launch speaks to our ever-expanding offerings that bring the finest names in luxury retail together under one roof for our passengers to enjoy. As we expand to accommodate more passengers in the coming years, we will continue to deliver on Qatar's well-earned reputation as a destination of authentic and diverse experiences."

Frank Dagher, General Manager Travel Retail, LVMH Perfumes & Cosmetics, said: "At Christian Dior, we have always been passionate about perfume, and it is part of our history. In addition to our love for fragrances, we have built a unique relationship with the Qatar Airways group for many years now. Today I am delighted to be here with you to launch officially the worldwide exclusivity of Tobacolor, the latest iconic fragrance from Maison Christian Dior, created by François Demachy, our Perfumer-Creator."