

# Qatar Duty Free officially opens Loro Piana boutique



The official opening ribbon cutting ceremony was attended by VIPs and dignitaries



While Loro Piana is especially well known for its wool, the brand also offers bestselling luxury shoes

Qatar Duty Free (QDF) has announced the opening of the first Loro Piana airport boutique in the Middle East at the award-winning Hamad International Airport (HIA).

The new luxury boutique offers ready-to-wear items and accessories crafted in Italy from the world's finest and rarest raw materials — which the brand is renowned for.

The official ribbon-cutting ceremony was attended by select VIPs and officiated by Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, Hamad International Airport Chief Operating Officer, Engr. Badr Al Meer and Qatar Duty Free Vice President Operations, Mr. Thabet Musleh. Ambassador of Italy to the State of Qatar, HE Mr. Alessandro Prunas, and Italian Embassy First Secretary, Mr. Filippo Perzolla, were welcomed as guest of honour.

Travelers who visit the Loro Piana boutique at HIA can learn the story of its exceptional natural fibres as they peruse some of the brand's bestselling pieces, including the Pouch L19 bag, the Summer Walk, the Summer Charm and Open Walk shoes. The store's sophisticated atmosphere reflects the brand.

The Loro Piana boutique at HIA features its one-of-a-kind collection crafted from The Gift of Kings®, a rare and precious wool originally spun only for the royal families of France, Great Britain and the Netherlands. The boutique also features winter pieces such as the brand's Storm System® collection, which includes versatile, comfortable and weatherproof outerwear that is as warm as it is light and flexible

On the opening, Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, said: "It is an honour to welcome this fine Italian fashion house to Hamad International Airport as its first airport boutique in the Middle East. Much like Qatar Airways, Loro Piana is a brand synonymous with



exceptional quality and service and as such, I am confident that our partnership will be a very long and successful one.”

Loro Piana CEO, Mr. Fabio d’Angelantonio, said: “We are thrilled to reinforce the presence of Loro Piana within the region with the addition of the Hamad International Airport store. This new opening, the first boutique in Qatar, is in fact a consequence of the brand’s growing attention towards the Middle East. Our Qatari customers are long-time, loyal and refined admirers of the brand: Loro Piana is delighted to finally open a store in this country.”

Hamad International Airport Chief Operating Officer, Engr. Badr Al Meer, said: “We are pleased to welcome the coveted Loro Piana to our luxury retail brand offerings at Hamad International Airport. As a diverse lifestyle destination of its own, HIA aspires to offer a unique and memorable travel experience for our passengers by integrating world-class retail offerings such as Loro Piana to our airport experience.”

Qatar Duty Free Vice President Operations, Mr. Thabet Musleh, said: “Qatar Duty Free is very proud to be the first airport retailer in the Middle East to launch the renowned Italian fashion house, Loro Piana. We are excited to offer all our shopping enthusiasts an exotic collection of fashion items from the world’s foremost cashmere brand. We are committed to continue expanding our extensive selection of high street brands and unique concepts available at Hamad International Airport in the coming years.”

Loro Piana is located in the airport’s central ‘boulevard’ of luxury brands such as Burberry, Hermes, Tiffany & Co, Gucci, Bulgari and Hublot in the duty free Plaza South en route to the departures gates.



Loro Piana’s extraordinary textiles include wool that was originally spun specifically for the royal houses of France, Great Britain and the Netherlands