

# Qatar Duty Free opens second TAG Heuer Boutique at HIA



Qatar Duty Free (QDF) launched a second TAG Heuer boutique (pictured above) at Hamad International Airport (HIA). The avant-garde Swiss watch brand's store is located in the North Retail Plaza where passengers can purchase a wide range of best sellers, classics and novelties.

The open concept boutique will be a permanent fixture at Qatar Airways' home and hub, HIA and will showcase ladies and men's watches, spanning across sports, lifestyle and heritage ranges.

Qatar Duty Free Senior Vice President, Bruce Bowman, said: "We try to ensure that all passengers travelling through HIA have access to QDF's award-winning portfolio of brands and concepts, regardless of which gate they depart from. We have enjoyed a successful relationship with TAG Heuer at HIA since the airport opened in 2014 and we are very pleased to launch the second TAG Heuer boutique in the rising North Retail Plaza."

TAG Heuer Brand Director for the Middle East, Paul Boissonnet, said: "We're delighted to open our second boutique at Hamad International Airport with our long term partner, Qatar Duty Free. Being able to expand TAG Heuer's presence in the Middle East, particularly in Qatar, is not something we take for granted and we take great pride in the relationship that we have built over the years with Qatar Duty Free. This new opening demonstrates our common will to strengthen TAG Heuer's commitment to the Middle East, and ensures that visitors are able to easily access the best from the world of precision timekeeping."

QDF was recently named 'Airport Retail Operation of the Year' serving more than 30 million passengers annually at the *DFNI-Frontier* EMEA Awards 2019.

One of the largest duty free offers in the world, QDF boasts more than 90 elegant boutiques and retail outlets, as well as more than 30 restaurants and cafés at Hamad International Airport. QDF continues to evolve in providing passengers with new shopping experiences, brands and products. Recent store openings include Pandora, Tiffany & Co., TUMI, a Samsung Experience Zone and a luxury Aigner boutique.

HIA, the home of QDF, has been ranked as the fourth best airport in the world at the SKYTRAX World Airport Awards 2019, which took place during the Passenger Terminal Expo 2019 in London, United Kingdom. HIA has also once again been ranked as a five-star airport and was honoured with the title of 'Best Airport in the Middle East' for the fifth year in a row and 'Best Staff Service in the Middle East' for the fourth year in a row.