

# Qatar Duty Free redefines retail at HIA with boutique openings



The Mont Blanc Boutique at HIA is located close to the main departures area and Concourse B

Qatar Duty Free (QDF) has opened four new monobrand boutiques from Bally, Mont Blanc, Ralph Lauren and Tag Heuer, further enhancing Hamad International Airport's (HIA) reputation as a world class retail destination. The unveilings coincide with the festive season to deliver a holiday shopping experience like no other.

Qatar Duty Free Senior Vice President, Thabet Musleh said, "Remaining at the forefront of shopper experience is an ongoing journey - one of constant refinement and investment to ensure iconic brands have the ultimate platforms for engagement and storytelling. Bally, Mont Blanc, Ralph Lauren, and Tag Heuer are four timeless brands with which we have enjoyed long partnerships. We are delighted to give shoppers at HIA the opportunity to engage with them, particularly during this festive season for an elevated holiday shopping experience in new and improved spaces."

## **Bally: Redefined in a new location**

Bally, a symbol of Swiss craftsmanship and contemporary style, has unveiled its relocated outlet in Concourse A. The new store offers an extensive range of menswear and womenswear, with the updated Bally retail concept providing a more spacious environment, inviting travelers to discover the essence of timeless elegance. The new location of the Bally boutique at the airport is situated alongside a line-up of affordable designer brands such as Michael Kors and Coach, providing travelers convenience and access to shop from a variety of high quality products at competitive prices.



QDF now hosts the second flagship Ralph Lauren store at the south node located in Concourse A

### **Ralph Lauren: unveiling a flagship store**

QDF now hosts the second flagship Ralph Lauren store at the south node located in Concourse A. This flagship concept combines offers for Men, Women, and Children - the only airport in the world to offer the full product range - curating a selection of the iconic brand's signature apparel and accessories. The elevated consumer experience marks a significant milestone in the Ralph Lauren's premiumization drive in travel retail.



The recently renovated Mont Blanc Boutique at HIA features its new NEO Lumière store concept

### **Mont Blanc: elevating elegance**

The recently renovated Mont Blanc Boutique at HIA features its new NEO Lumière store concept. The boutique delivers an expression of the brand unrivalled in travel retail, showcasing the brand's

collection of fine writing instruments, timepieces, leather goods, and accessories. Travelers can indulge in the epitome of craftsmanship at this "new retail haven" located close to the main departures area and Concourse B, offering an expansive environment that showcases a broader multi-category offer. The highlight of the space is the "My Mont Blanc" customization area, where leather gift tags can be embroidered, adding a personal touch to purchases.

### **Tag Heuer: a gleaming upgrade**

Tag Heuer, synonymous with precision and innovation, has unveiled an upgraded permanent kiosk at HIA. Enhanced with striking LED illumination, new merchandizing units, and a broader product range, the Tag Heuer store delivers an eye-catching space - replete with a vintage Porsche - in which shoppers can explore the latest in Swiss watchmaking excellence.