

# Qatar Duty Free teams up with Piaget to open immersive pop-up



The 74-square-meter pop-up highlights the brand's latest collection Piaget Possession

Qatar Duty Free (QDF) has opened a 74-square-meter pop-up highlighting the brand's latest collection Piaget Possession. The pop-up features gold luxury jewelry showcasing the Maison's creativity and is staged at Viale Del Lusso - a premium avenue in QDF at the heart of Hamad International Airport.

Senior Vice President Qatar Duty Free, Thabet Musleh, said, "Our partnership with Piaget represents our shared commitment to providing our passengers with a unique and engaging shopping experience. As we continue expanding our retail offer, our first and foremost priority is our customers and the quality of their experiences.

"Putting passenger experience at the core of our offering, we at QDF choose to collaborate with world-renowned brands, bringing creative and unique ideas that challenge conventions. We aim to offer something for everyone."

Managing Director of Piaget Middle East, Petronille de Parseval, said, "In this pop-up, craftsmanship is the common creative language expressed with our products, our communication, and the retail experience offered."

The ambition is for customers to explore and discover Piaget's universe through an elevated experience. At the center of the stand is the Possession table, an engaging and experiential element where visitors can discover the whole range. The warm beige colors, mix of textures, and innovative design symbolize the jewelry collection's modernity, elegance, and uniqueness.

Piaget Possession pushes the boundaries of jewelry creation through its playful and free design. The jewelry pieces of this collection are inspired by Palace Décor, a Piaget signature adornment first introduced in 1961.

Qatar Duty Free is the partner of choice for many world-renowned brands. Throughout its history,

QDF has undergone successful partnerships that dramatically evolved the retail and F&B offer and expanded the retailer's awards portfolio, a testament to its ground-breaking success.