

Qatar Duty Free welcomes new Dior boutique at Hamad International Airport



Statement making: Dior opens its second boutique with Qatar Duty Free at Hamad International Airport

Qatar Duty Free (QDF) is celebrating the opening of its second Dior boutique at Hamad International Airport (DOH).

The stunning boutique opened its doors to shoppers on April 1, 2024, coinciding with the Easter holidays and offering a new, exciting touch to the airport's retail offer during a key travel period.

Situated in the heart of DOH, next to the iconic lamp bear, the boutique's prime location in a high traffic and high visibility area is said to amplify the allure of the Dior brand. With a retail area of 175 square meters, the new Dior Boutique boasts the atelier's signature store concept, emanating opulence and luxury. The boutique's exterior, featuring a double-height façade and eye-catching lightboxes, captures attention and drives footfall in-store.



The stunning boutique opened its doors to shoppers earlier this month

The unveiling of the new boutique marks the first of two openings with Dior at the airport in 2024, as anticipation builds for the launch of a new Dior Spa concept in May. With the new boutique strengthening the brand's offer in women's ready-to-wear, accessories, shoes, leather goods and jewelry, and Dior Spa set to deliver a transformative beauty experience, shoppers at the airport will be able to enjoy an "unrivalled brand experience with one of the true icons of luxury".

Thabet Musleh, Senior Vice President of Qatar Duty Free, said, "The opening of the second Dior Boutique is an important milestone in our partnership with Dior, solidifying its presence as one of the pillars of our luxury offer. Travelers looking to experience the timeless elegance of Dior can now enjoy a truly authoritative expression of the brand across two world-class retail concepts at Hamad International Airport."