

Australia 'first' Christian Dior boutique lands at Sydney T1

Sydney Airport is building on its strategy of delivering a top mix of global and local brands with the introduction of Australia's first Maison Christian Dior boutique.

Situated post-security within the Heinemann Tax & Duty Free shop in the T1 International Terminal, the collection boasts scented candles, soaps and 22 fragrances.

Available until July, the pop-up makes Sydney Airport one of only three airport locations in Asia Pacific to feature the collection, the others being Singapore Changi and Shanghai Pudong.

"The Maison Christian Dior collection is an exceptional offering for Sydney Airport passengers; and we're thrilled to be one of the few airports in the world and the only location in Australia to showcase this incredible boutique," commented Glyn Williams, General Manager Retail, Sydney Airport.



Sydney Airport T1 has landed one of only three Maison Christian Dior airport boutiques in Asia Pacific.



Scented candles are displayed instore.

SENSORY JOURNEY

Inside the pop-up, travellers can experience a sensorial journey that immerses them in the sophistication and grandeur of the Christian Dior brand.

"We're focused on delivering exciting and exclusive retail experiences that surprise and delight our customers as they make their way through our transformed terminal," added Williams.

Overall 2017 retail performance at Sydney Airport was boosted by the International Terminal 1 luxury precinct's first full year of operations.

Tiffany, Burberry, Gucci, Rolex and Hermès are among the 13 global designer brands represented there.

Speaking to *TRBusiness* recently, Williams revealed that speciality retail was a key driver in a +12.7% increase in retail revenue to A\$331m (\$247.5m) in 2017.

To read the full interview, [click here](#).