

ELC opens multi-brand beauty offer at Abu Dhabi Airport

DFS Group and Abu Dhabi Duty Free have partnered to create and open a new multi-brand luxury beauty boutique showcasing new and prestige several brands from The Estée Lauder Companies portfolio in Terminal 3.



These include M·A·C Cosmetics, Jo Malone London, Editions de Parfums Frédéric Malle, By Killian, Smashbox and Le Labo.

The Abu Dhabi Duty Free company says that each of these brand participants brings added value to the offering with ‘a special activity or promotion’ as it explains.

“Smashbox will be bringing the photoshoot concept to life with its experiential corner, and Smashbox contouring brushes given out for free with the purchase of two or more products to the first 100 lucky customers.

“M·A·C Cosmetics will offer Travel Retail exclusives and gifts as tokens of appreciation with the purchase of three or more products, while stock lasts.



“Luxury British fragrance brand, Jo Malone London, will be launching its limited edition, Star Magnolia Cologne and offering complimentary Hand & Arm Massages.

MAKING ITS AIRPORT DEBUT

“Editions de Parfums Frédéric Malle, a luxury brand that works alongside the world’s best perfumers to transform the outlines for their perfumes into works of art, sold under the perfumers’ own names, will be present for the first time in an airport worldwide.

The Estée Lauder Companies new multi-brand boutique at Abu Dhabi Duty Free Terminal 3. [Click to enlarge.](#)

“In addition Le Labo, a unisex fragrance and lifestyle brand born in Grasse with a downtown NYC vibe, allows consumers to personalize their scents as creations will also be opening its first airport door worldwide.”

In addition, Editions de Parfums Frédéric Malle, By Killian and Le Labo will also add additional theatre and interest by offering complimentary fragrance consultations at Abu Dhabi Duty Free, during the launch period.

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Abu Dhabi management says that the addition of these luxury brands its offer “further strengthens the airport’s commitment to continuously enhance its passenger experience’ and is appropriate considering that beauty and fragrance continue to be one of the largest selling and most popular product categories at Abu Dhabi Duty Free.



**Dan Cappell,
Abu Dhabi
Airports.**

AIMING TO BE THE ULTIMATE SHOPPING VENUE

Commenting on the new initiative, Daniel Cappell, Acting Chief Commercial Officer at Abu Dhabi Airports, said: “We are excited by this new addition at Abu Dhabi Duty Free, as these leading and popular brands are a testament of AUH’s ability to accommodate passenger’s demands and deliver to their expectations, any time of the day.

“We are, as always, keen to work with our partner DFS to continuously develop our offers and brands in line with global and local trends, ensuring that Abu Dhabi International Airport is the ultimate travel shopping venue.”

Adding her comments, Sue Fox Vice President/General Manager, Travel Retail Europe, Middle East, Africa, The Estée Lauder Companies said: “We are proud to be partnering with Abu Dhabi Duty Free, DFS and Abu Dhabi International Airport to introduce this exclusive beauty boutique, featuring several of our newest brands.



**Sue Fox, The Estée Lauder
Companies.**

ELC/DFS: PROUD TO BE PARTNERING AT ABU DHABI

“We are also excited to be introducing Editions de Parfums Frédéric Malle and Le Labo to the Travel Retail channel for the first time. The new boutique enables us to continue to serve the needs of the travelling consumer in a first-class shopping environment.”



**Glen Morgan, DFS
Group.**

Also commenting, Glen Morgan, Managing Director, Abu Dhabi, DFS Group said: “DFS is proud to partner with Abu Dhabi Duty Free and Estée Lauder to deliver travellers a surprising and delightful shopping experience with the introduction of this exciting new beauty boutique at Abu Dhabi International Airport’s Terminal 3.

“We’re confident that this curated product offering, along with DFS’ signature of exciting in-store experiences will engage visitors from across the world with the best of beauty right here in Abu Dhabi.”