

## Luxury global airport retailer DFS unveils exclusive new shopping destination at Abu Dhabi International Airport

- 28,000 square feet retail experience in Terminal 3 offers more than 70 world famous luxury brands under one roof
- Travellers can purchase exclusive designer items not for sale anywhere else in the Middle East
- Arrival of world class airport retailer is proof of Abu Dhabi's emerging international importance on the global travel scene

Abu Dhabi, 12 March 2009 - Leading luxury global airport retailer DFS Duty Free has officially opened its doors on its exclusive new shopping destination, its first retail outlet in the region, at Abu Dhabi International Airport's new Terminal 3, the new home of Etihad Airways.

The 28,000 square feet retail experience showcases more than 70 world-class designer fashion, beauty and accessories brands, including Jimmy Choo, Chloé, Burberry, Hermès, Coach, Hugo Boss, Cartier, Bvlgari, Polo Ralph Lauren, Rolex, TAG Heuer, Montblanc, Swarovski and many more. Excitingly for luxury-loving travellers, DFS Duty Free Abu Dhabi can claim a world-first with the debut of the first-ever standalone Jimmy Choo airport boutique, and the first Hermès dedicated presence in any airport in the Middle East.

Thanks to its close brand partnerships, DFS is offering a range of exclusive products to Abu Dhabi travellers. A number of top designers have created limited edition items that are only on sale in the region via DFS Duty Free Abu Dhabi, including the 'Heloise' handbag from leading Parisian fashion house Chloé, crafted from the finest pink python and softest calfskin, of which only two are available in the region. A percentage of the sales from the bag will go to the Smile Train Foundation, a charity which helps to restore smiles to children in developing countries via cleft lip and palette surgery.

The arrival of DFS in the region further cements Abu Dhabi's reputation as a destination to watch. With ambitious plans to attract over 11.2 million travellers by 2010, Abu Dhabi International Airport is the arrival point for most of the Emirate's visitors and residents, and DFS' luxurious new retail experience blends many of the world's best known high-end brands with a distinctly Arabian flavour and helps to set the tone for the upscale global travellers that Abu Dhabi wishes to attract. For the first time in its airport portfolio, DFS has designed a scaled-down version of its successful Galleria retail model, which brings a sense of a 'downtown' shopping environment to Abu Dhabi International Airport.

Eugene Barry, Vice President of Retail Operations, DFS Middle East, comments: "With a longstanding heritage in luxury airport retailing, we at DFS are highly excited about the opening of our stunning new retail space at Abu Dhabi International Airport, our first venture in the region. The vision for Abu Dhabi's development in many ways mirrors our own in that we are looking at long-term sustainable growth and a focus on 'doing things properly'."

Mr Barry further adds: "We have found the local clientele to be extremely discerning and enthusiastic about the brands we are bringing to Abu Dhabi International, and so it's particularly satisfying for us to be able to bring a world-first to the Capital in the form of Jimmy Choo's first ever standalone airport boutique, and the first Hermès airport boutique in the region."

Twelve of the brands on offer have been selected from the world of designer fashion, with a further 66 upscale beauty brands including, Chanel, Dior, Givenchy, YSL, Shiseido, Estée Lauder and Lancôme being offered in the Beauty & Fragrance section. The Watches and Jewellery offering comprises an additional over 13 world-class marques, such as Rolex, Cartier, Zenith, TAG Heuer, Corum, Girard Perregaux, and Ulysse Nardin.

DFS Duty Free Abu Dhabi is open 24 hours a day, seven days a week, catering to Etihad travellers arriving and departing no matter what time of day or night.

DFS has also taken control of the existing retail outlets in Terminals 1 and 2.

For more information please visit <http://www.dfsgalleria.com/en/abu-dhabi>

**The full range of brands available at DFS Abu Dhabi include:**

**Fashion World including:** Hermès, Chloé, Burberry, Hugo Boss, Bally, Jimmy Choo, Salvatore Ferragamo, Fendi, Polo Ralph Lauren, Loewe, Coach, Dunhill, etc

**Beauty & Fragrance World including:** Chanel, Dior, Givenchy, YSL, Shiseido, Estée Lauder, Lancôme etc.

**Watch & Jewellery World including:** Rolex, Cartier, Zenith, TAG Heuer, Corum, Girard Perregaux, and Ulysse Nardin etc.

And a variety of Sunglasses & Men's Collections.

DFS is the world's leading luxury retailer catering to the travelling public. The company was founded in Hong Kong in 1960 and soon spread its operations to Europe and beyond. Through a focus on innovation, DFS diversified its airport retailing business model into the downtown Galleria concept, which has made the company a dominant leader in international luxury retailing. DFS operates more than 150 airport duty free and other airport retail stores worldwide, including at Hong Kong, Singapore, Okinawa, Auckland, Honolulu, Los Angeles, New York JFK and San Francisco International airports. DFS has 6,000 employees and is majority owned by LVMH with the balance of shares owned by companies associated with one of its founders, Robert Miller.

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# FACT SHEET

**Address:** Abu Dhabi International Airport Terminal 3, Terminal 2 & Terminal 1

**Website:** [www.dfsgalleria.com/en/abudhabi](http://www.dfsgalleria.com/en/abudhabi)

## Location:

- DFS Duty Free Abu Dhabi is situated at the new luxurious Terminal 3 servicing Etihad Airways passengers, as well as Terminals 1 & 2 at Abu Dhabi International Airport.
- DFS Duty Free Abu Dhabi is DFS' first foray into the Middle East and offers airport travellers a dynamic environment encompassing world-class travel and shopping facilities.

## Terminal Three flagship - brand line-up:

- Fashion World: A doorway into 12 of the world's most desirable luxury brands, including Bally, Chloé, Fendi, Hermès, Loewe, Jimmy Choo, Polo Ralph Lauren, Salvatore Ferragamo and more
- Beauty & Fragrance World: 66 Leading upscale cosmetic and perfumery brands on offer for women and men include Chanel, Dior, Estée Lauder, Elizabeth Arden, Givenchy, Guerlain, Lancôme, Marc Jacobs, Shiseido, Yves Saint Laurent and more
- Watch & Jewellery World: 13 Aspirational leading designer names, including Cartier, Corum, Girard Perregaux, Raymond Weil, Rolex, TAG Heuer, Ulysse Nardin and more
- And a variety of Sunglasses & Men's Collections, plus luggage by Tumi

## A host of world and regional firsts:

- DFS Duty Free Abu Dhabi is home to the world's first Jimmy Choo airport boutique and the region's first Hermès airport boutique
- Thanks to DFS' 'Exclusives' range, a limited number of specially-created designer items are on offer in the airport that cannot be purchased anywhere else in the region. Currently, this includes the 'Heloise', a luxurious pink python and calfskin handbag from Chloé, of which only 50 have been produced worldwide and only 2 are available exclusively from the Chloé boutique in DFS Duty Free Abu Dhabi.

## Opening times:

- DFS Duty Free Abu Dhabi is open 24 hours a day, seven days a week

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