

# An airport first: Dior and Qatar Duty Free partner in Dior Luxury Beauty Retreat Doha



Dior Luxury Beauty Retreat Doha opens with Qatar Duty Free at Hamad International Airport

Dior has partnered with Qatar Duty Free to open its first spa at an airport. The Dior Luxury Beauty Retreat Doha - “a haven of well-being” - officially opened its doors to all travelers at Hamad International Airport on May 7.



The Miss Dior trunk, of which only four are on display worldwide, is a feature of the new Dior boutique and spa

Located near Orchard, Hamad International Airport's indoor tropical garden, the new Dior spa unfurls across two levels, with two entrances: one through the boutique Dior, and one through the exclusive Qatar Airways business lounge.

Sheltered from the hustle and bustle, the Dior Luxury Beauty Retreat Doha is described as "an absolute cocoon that will delight visitors' senses and reinvent the art of travel by providing a genuine moment of well-being".



Spanning an impressive area of 800 square meters across two levels, the new Dior Luxury Beauty Retreat serves as the largest in the world. The spa combines natural materials such as wood and onyx, in a refined décor.

On the ground floor, the boutique space encapsulates the spirit of a luxurious Parisian apartment combining beauty and lifestyle, serving as a vibrant tribute to Christian Dior's life.

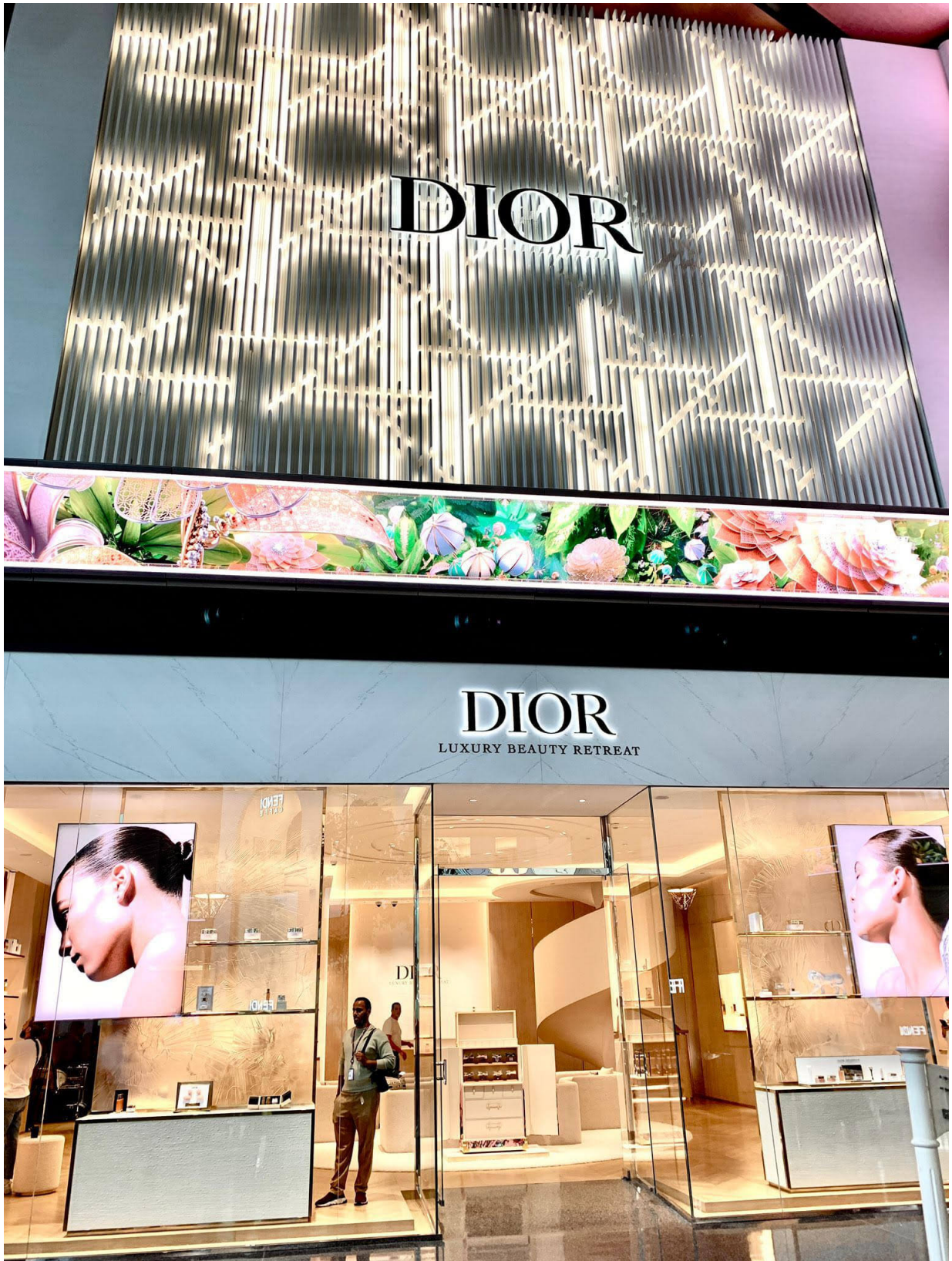


The “haven of well-being” opened on May 7

A selection of Dior Maison objects pairs with the colorful perfumes and unique olfactory territories of La Collection Privée Christian Dior. Exceptional Dior skincare products are also on display, while the SkinScanner offers travelers a customized skin diagnosis in the boutique.



The space also reveals exceptional pieces and rare objects honoring the House's expertise and craftsmanship. These include J'adore amphora created by architect and designer India Mahdavi, and the Miss Dior trunk, custom-made by expert Dior trunk-makers, and of which only four are on display worldwide. According to Dior and Qatar Duty Free, these pieces bear witness to the audacious and artistic spirit that is so important to the House of Dior. The worldwide best-selling fragrance Sauvage, can be exclusively customized by presenting its hood in a selection of precious woods.



Located near the Orchard indoor tropical garden, the new Dior spa unfurls across two levels, with treatment rooms and featured products



On the first floor, the spa is home to eight treatment rooms. Each room reveals its own identity, taking up the design codes of the House of Dior. The Rose des Vents room contains a rose quartz massage table, while the Dune room features a massage table in bronze quartz. In the Dior Cannage room, mashrabiyya latticework is reinvented for luxury down to the last detail.



The masterpiece of the spa is the Constellation double treatment room, which can be privatized for a well-being stopover, and is adorned with a starry sky ceiling evoking Christian Dior's love of travel. Its private steam-room and jacuzzi are a perfect invitation to harmonize mind and body to counter jetlag.

In synergy with the space, the spa offers a selection of high-expertise skincare protocols stemming from Dior Floral Science. The menu features exceptional treatments, created using the L'Or de Vie and Dior Prestige lines. For a supreme moment of relaxation, the signature Escale à Doha treatment provides a feeling of regeneration during a long journey.

Dior also strengthens its Skin Tech offer by providing Dior Skin Light, the most powerful LED mask on the market, as well as Dior powered by Hydrafacial and the Luno Waves 21.



For the first time, Dior dedicates a space to men's well-being, complete with customized barber treatments including the Dior Luxury Barber Experience and the Dior Shave. Expert House barbers offer a customized diagnosis for treatments adapted to every skin and beard: a trim, a shave, a deep facial massage to stimulate circulation, or a cleansing and hydrating treatment for the ultimate well-being experience.

These exceptional treatments highlight the Sauvage mencare ritual: The Cleanser, The Toner and The Serum. Combining sensorial feel with effectiveness, the formulas are infused with extract of cactus, the iconic plant of the American deserts brimming with active ingredients. The subtly perfumed mencare ritual leaves its discreet mark on the skin. Suited to all skin tones with or without beards, the ritual provides an immediate sensation of freshness with woody and aromatic notes.