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Moncler braces for colder destinations in Middle Eastern pop-up

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Skier display at Moncler's Hamad International Airport pop-up

By STAFF REPORTS

French-Italian label Moncler is putting its outerwear in front of consumers who pass through the Hamad International Airport in Doha, Qatar with a temporary shop.

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The Middle East has emerged as a transportation hub with many of the region's airports being counted among the busiest in the world. With an immense amount of travelers departing, or on layover, the travel retail sector in the Middle East has developed as well.

Airport outerwear

Moncler's pop-up shop at the Hamad International Airport opened Nov. 23. The label relied on its social media community to keep its consumers informed of the temporary store.

Hamad International Airport boasts approximately 30 dining options and 80 designer shops such as Armani, Chanel, Hermes and Bulgari. According to the [Daily Mail](#), the Qatari airport, which underwent renovations costing billions, is considered one of the most luxurious terminals in the world.

In the space, Moncler has created a brand installation to display its DNA through a luxury shopping experience. For example, the pop-up's walls feature a group of mannequins styled to resemble skiers lounging on gondolas draped in fur blankets.



Moncler pop-up at Qatar's Hamad International Airport

Known primarily for its outerwear, a category that may appeal to Middle Eastern consumers on their way to colder climates, Moncler choose to display its latest styles in performance jackets. The mannequin skiers wear outwear from the brand's fall/winter 2016-17 collection.

The Tax Free World Association has found that 40 percent of consumers purchase a brand for the first time at a travel retail point of sale.

This finding is indicative of duty-free and travel retail's potential to offer exposure to new consumers, making the channel a "sound springboard." In addition, TFWA suggests that the channel is also the ideal setting to upsell because one in five consumers have traded up in brand when shopping at a duty-free shop ([see story](#)).

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