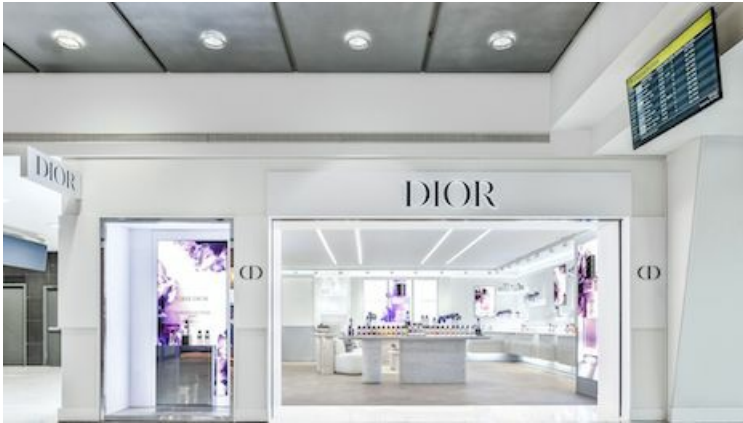


FRAGRANCE AND PERSONAL CARE

Dior cuts ribbon on travel retail space at JFK Airport

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The Terminal 1 opening stands as the U.S.'s first standalone La Collection Prive store. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

French fashion house Dior's beauty division is welcoming guests to a flight-friendly shopping destination.

The brand's Travel Retail Americas team recently flocked to Terminal 1 of New York's John F. Kennedy International Airport for a ribbon-cutting ceremony. Celebrating the opening of the first standalone La Collection Prive store in the U.S., the update deepens Dior's presence at the global center of transit, as sales occurring on the go continue to prove crucial to the luxury personal care segment's bottom lines.

Fragrance takes flight

The maison's high perfumery creations and accompanying merchandise are now available for those seeking to shop at point-of-travel.

JFK Airport's new boutique space centers the exclusive fragrance line, though La Collection Prive hair mists, body milks and candles, as well as a selection of eyewear and Dior Mitzah (see story) silk accessories join the 16-scent-wide assortment.



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The shop features central seating, modern fixtures and contemporary touches in neutral palettes that complement La Collection Prive's colorful bottles.

In attendance at the store opening was Serena Skalinder, education manager of the North Central region. Dior's fragrance ambassador trialed various products with guests.



Dior is not the only luxury brand with a boutique in Terminal 1, as peers Bulgari, Cartier, Herms and Burberry also have sites. Image credit: Dior

For the most part, prestige beauty players have proven resilient during an apparent sales slowdown within the luxury sphere, with conglomerates such as Coty ([see story](#)) defying the odds with strong quarterly performances. Those lacking diversified retail channels, however, have fared less well.

Hits to international spending -- travel retail is responsible for roughly a third of revenues at U.S. beauty group Este Lauder Cos. - have led to a "slower-than-expected recovery" and slashed forecasts ([see story](#)).

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