

FOR IMMEDIATE RELEASE

22 MAY 2018

Sydney Airport unveils Maison Christian Dior boutique in Australian first

- **New Maison Christian Dior boutique at T1 International terminal**
- **Collection features exclusive range of scented candles, fragrances and soaps**
- **The boutique is housed within HEINEMANN Tax & Duty Free, with Sydney Airport the only destination in Australia where passengers can experience and purchase the collection**

Sydney Airport has unveiled a Maison Christian Dior boutique at the T1 International terminal in an Australian first.

Exclusive to Sydney Airport in Australia, the new collection features a stunning suite of scented candles, soaps and 22 fragrances and is housed within an elegant pop-up inside HEINEMANN Tax & Duty Free.

Designed to evoke the look of a Parisian home, the pop-up delivers a sensory experience and draws on the style and sophistication of the Christian Dior brand, producing a truly unique shopping experience for passengers departing Sydney Airport from May to July 2018.

General Manager Retail Sydney Airport Glyn Williams said Christian Dior is a brand synonymous with luxury and sophistication and aligns perfectly with Sydney Airport's retail strategy of delivering the best of global and local brands.

"The Maison Christian Dior collection is an exceptional offering for Sydney Airport passengers; and we're thrilled to be one of the few airports in the world and the only location in Australia to showcase this incredible boutique," Mr Williams said.

"We're focused on delivering exciting and exclusive retail experiences that surprise and delight our customers as they make their way through our transformed terminal."

Sydney Airport is one of just three airport locations across the Asia Pacific region, including Singapore Changi Airport and Shanghai Pudong Airport, to feature the Maison Christian Dior collection.

Maison Christian Dior is located at the T1 International terminal beyond security within HEINEMANN Tax & Duty Free and is available for a limited time.

ABOUT SYDNEY AIRPORT

Sydney Airport is Australia's gateway airport, serving more than 43.3 million passengers a year and connecting Sydney to a network of over 100 international, domestic and regional destinations.

Located just eight kilometres from the city centre, Sydney Airport contributes \$38 billion in economic activity a year, equivalent to 6.8 per cent of the NSW economy. Sydney Airport is a major employer in NSW, generating more than 338,500 direct and indirect jobs, equivalent to 10.1 per cent of NSW employment. Some 30,900 of these jobs are at the airport itself.

Sydney Airport
Fiona Wood
Communications Manager, Retail
(02) 9667 6167 or 0450 965 395
fiona.wood@syd.com.au