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Bloomingdale's blooms at Dubai International Airport

Up-market department store Bloomingdale's has turned Dubai International Airport into a shopping high street.

To promote the opening of its first outlet outside the US - first time in its 138-year history, Bloomingdale's has rolled out a one-month campaign in which it puts 14 Discovery 3D Objects resembling a giant signature Bloomie brown bag on the baggage belts in Terminal 3 in Dubai International Airport.

The eye catching campaign appeals to everyone who arrives in the Terminal while filling the air with a lively shopping mood.



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