CDFG levels up luxury once again in Sanya with redesigned Fendi store

This month, China Duty Free Group and Fendi unveiled a new 'blockbuster' store design at the leading Chinese retailer's Sanya International Duty Free Shopping Complex on Hainan Island.

The upgraded boutique from the iconic Italian fashion brand now features the latest Autumn/Winter 2021 Women's and Men's collection in the 170sq m space.

The Fendi boutique renovation further cements the partnership between the two companies, but also underlines CDFG's broader commitment to strengthening its ties with world-renowned luxury brands.



Fendis Sunshine Shopper on display at the new upgraded boutique.

## **REIMAGINING THE CLASSICS**

Whilst the store façade appears bright and transparent with brushed metal frames, the interior reflects the maison's DNA, complete with a striking sculpture of the FF logo.



"The renovation of Fendi boutique in Sanya International Duty Free Shopping Complex further reflects that CDFG keeps up with the pace of the brand and is committed to providing consumers with a cutting-edge and comfortable shopping experience," said China Duty Free Group.

The Kim Jones' Ready To Wear Autumn/Winter 2021 collection for Fendi encapsulates a new chapter for the house, whilst paying homage to the brand's long heritage and the women who have 'enshrined its legacy', said CDFG.

"Fun isn't always just about bright colours," said Jones. "It can be about really luxurious self-indulgence, which pleases the person wearing it more than anyone else."

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In addition to the ready-to-wear collection, Fendi presents new handbag and jewellery lines. Customers to the Sanya store can expect products from the Fendi First collection, but also new arrivals such as the Fendi Touch shoulder bag, while classics like the Peekaboo, Baguette and Sunshine Shopper have been reimagined.



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## **SETTING A NEW BENCHMARK**

Shoppers can also expect new jewellery items featuring an evolved Fendi O'Lock logo.

"The renovation of Fendi boutique in Sanya International Duty Free Shopping Complex further reflects that CDFG keeps up with the pace of the brand and is committed to providing consumers with a cutting-edge and comfortable shopping experience," said China Duty Free Group.

"Nowadays, with the continuous release of the advantages of offshore duty free policy, Sanya has become one of the duty free markets highly pursued by domestic and foreign consumers.

"CDFG has always attached great importance to cooperation and communication with brands. Through responding to each other and make progress, CDFG is committed to improving the level of Hainans outlying islands duty free operation and setting a new benchmark in the outlying islands duty free industry."

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Classics and new arrivals will be on offer at the new store in Sanya.

Under parent company China Tourism Group, CDFG said it will continue to strengthen the integration of high quality resources and continue to optimise the brand layout through new brand entry and original store renovation.

It will also focus keenly on upgrading the overall experience to provide domestic and foreign tourists with "more convenient and high quality shopping experience and services, promote the construction of Hainan Free Trade Port, and promote the continuous and vigorous development of Hainan's market."