DFS Group and Shenzhen Duty Free to take retail in Hainan to 'new heights'

DFS Group has congratulated its business partner Shenzhen Duty Free Group, which has been awarded a licence to run an offshore downtown duty free business in Haikou Mission Hills, Hainan.

DFS and Shenzhen Duty Free Group have a long-established and successful partnership.

The retailer will partner with Shenzhen Duty Free Group to establish a world-class duty-free retail experience for visitors to Hainan totalling around 30,000sq m. The project will be completed in phases beginning this month.

A port city and the capital of China's island province Hainan, Haikou sits on the island's north coast. The city boats a pleasant tropical climate and numerous attractions.

Mission Hills is an integrated eco-tourism resort in Haikou spanning approximately 100,000 square meters. It offers world-class leisure and recreation facilities including golf courses, a water park, hot and cool mineral pools and a man-made beach.

DFS and Shenzhen Duty Free Group have a long-established and successful partnership, with DFS supplying merchandise and advising on operations across Shenzhen Duty Free Group's network. Last year, DFS acquired a 22% stake in Shenzhen Duty Free Ecommerce Co, which is majority owned by Shenzhen Duty Free Group.

AN EXCITING AND LUXURIOUS SHOPPING DESTINATION

DFS says it will, "bring its strong relationships with international luxury brands, merchandising know-how, digital innovation and store design expertise, to create a 'city within a city' — an exciting and luxurious shopping destination that will set a new retail bar in Hainan."



Benjamin Vuchot, DFS Group, Chairman and CEO says the company is ready to take retail in Hainan Island to new heights.

The project will feature DFS' largest Beauty Hall and a wealth of international products from some of the world's best-known fashion and accessories, watches and jewellery, wines and spirits, and premium food and gifts brands.

Due to open in Q1 2021, phase one of the project will present an experiential display of DFS Group's retail capabilities. Customers will be taken on an immersive tour of 'The World in a Day' that represents the best of its global store network.

Incorporating elements from DFS gallerias in locations such as Venice, Paris, Sydney and Macau, the store will offer customers in Hainan a curated selection of fashion, beauty, watches and jewellery brands.

DFS was present in Hainan between 2005 and 2019 and is excited to once again support Hainan Provincial Government in its ambition to transform the island into a world-class free trade island.

Benjamin Vuchot, DFS Group, Chairman and CEO said: "With our long history of developing new markets in Asia, as well as our expertise in downtown duty-free retailing, strong luxury brand relationships and deep understanding of travelling Chinese customers, we are ready to take retail in Hainan to new heights.

"We look forward to supporting our esteemed partner, Shenzhen Duty Free, in their latest successful venture and to contributing to the development of tourism and retail in Hainan. We are also proud to take

DFS Group and Shenzhen Duty Free to take retail in Hainan to 'new heights' our valued brand partners on the next phase of our journey into new and exciting travel retail destinations."

The new store in Hainan will incorporate elements from DFS Gallerias in locations such as Macau (pictured).

Meanwhile, DFS has congratulated Hainan Provincial Government on successfully controlling the Coronavirus outbreak on the island. It has also applauded the authorities' efforts in encouraging visitors to return to Hainan.

In a show of solidarity with its customers, DFS issued a message on its WeChat platform last year, assuring in Chinese, "No winter can't be passed, No spring will not come."

Alongside Shenzhen Duty Free Group, DFS is looking to create a 'beautiful Springtime' for customers in Hainan, with the completion of this latest project.