



A Samsonite boutique, operated by Malaysia's Zon Duty Free has opened at Kuala Lumpur International Airport (KLIA) marking the luggage brand's first store at the Malaysia Airlines hub.

According to DFZ Group, which owns Zon Duty Free, the new Samsonite boutique is part of the brand's global strategy to reinforce its position as a leading travel lifestyle label through standalone stores in major airports and key shopping cities worldwide.



The KLIA store is located near Gates C21 to C27 and sells a large range of products

from travel pillows and eye shades to lightweight durable suitcases or casual bags, business briefcases for executive, as well as backpacks and handbags.

DFZ Group, formerly Sriwani Holdings until 2005, is the largest home-grown duty free retailing group in Malaysia with a string of stores throughout Peninsular Malaysia. Locations include Bukit Kayu Hitam, Padang Besar, Pengkalan Hulu, Langkawi, Rantau Panjang, Penang International Airport, Tioman Airport, Melaka Airport and Johor Bahru as well as KLIA.