

Duty Free City's San Ysidro debut

Duty Free City opened its 14,000sq m debut location on the US-Mexican border at San Ysidro at 601 East San Ysidro Boulevard today.



The company said its new store – the first of several planned on the US-Mexico and US Canadian borders – offers ‘a luxurious shopping experience’ as promised.

The diverse retail offer includes beauty products, fragrances, leather goods, wines and spirits, tobacco, hair and nail services, a wine and cigar lounge with daily wine tastings and a City Café serving sandwiches, coffee and confectionery treats.

The retailer says customers can also take advantage of valet parking and assistance from personal shoppers who are available to serve as in-house experts.

NICE TOUCH WITH THE LOCALS...

As part of the opening celebrations, the store has also invited the community to experience the store's services free of charge in many instances, including complimentary manicures, pedicures, makeup applications, mini facials, shaves and hair trims from 9:00am-12:00pm Monday through Friday. These introductory complimentary services for locals will be available until October 31, 2014.

“Our concept from the beginning has been to bring an elevated duty free shopping experience to consumers, and we're thrilled to finally see that come to fruition,” said Philippe Dray, CEO of Duty Free City. “We couldn't have chosen a better spot for our flagship location than San Ysidro, and we look forward to serving the many consumers who pass through here each day.”

As reported already, the state-of-the-art interior design and Spanish Colonial architecture backs up an impressive brand portfolio, including big names such as Dolce & Gabbana, Estée Lauder, Gucci, Michael Kors, Shiseido, Tom Ford and Versace.

As the retailer has also told *TRBusiness* in previous interviews, it is also planning to open more than 25 locations across the US, including outlets at the Mexican and Canadian borders, opening at key cities with high income cross border traffic.