

# CDFG and Qeelin unveil art exhibition at Sanya International Duty Free Shopping Complex



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[China Duty Free Group](#) (CDFG) has teamed up with Qeelin, a high-end jewelry brand owned by luxury group Kering, to present an art installation exhibition at Sanya International Duty Free Shopping Complex. The exhibition is part of a series of campaigns launched by CDFG stores to celebrate the Spring Festival holiday.

The CDFG×Qeelin Spring Festival Art Installation Exhibition is located at the square in front of Sanya International Duty Free Shopping Complex. From the air, the Complex looks like a Chinese flowering crabapple in full bloom and a hint of Qeelin red softly radiates from within. All decorations such as Wulu (gourd), clouds, fireworks and red lanterns are full of auspicious atmosphere, warmly welcoming visitors around the world. Happiness and prosperity come with the blooming Chinese flowering crabapple.

The Spring Festival Art Installation Exhibition follows the classic Wulu shape of Qeelin, that was fashioned into the first series of fine jewelry launched by Qeelin. The Wulu series, symbolizing “happiness and prosperity”, is inspired by the number eight, the shape of the traditional mascot gourd. Number 8 is lucky number in China because eight is associated with wealth and the hollowed-out red agate design replicates that shape marvelously for this exhibition.

Qeelin, as a high-end jewelry brand, makes unremitting efforts to interpret traditional Chinese culture in modern design so the world can perceive the unique charm of traditional Chinese culture. CDFG, as the world’s largest travel retail operator, attaches great importance to working with brands deeply to explore in the fields of arts and culture. In October 2021, CDFG and Qeelin jointly held a cross-industry cultural thematic exhibition themed by “Hear · See Everlasting Echo” at the magnificent Wormhole Library in Haikou, igniting a hot topic in the market and representing a harmonious movement towards integrating different industries.

In future, with the full support of its parent company China Tourism Group, CDFG will continue to explore the possibilities of diversified and all-round cooperation with international brands, continue to deepen the Hainan duty free market, and enhance consumers’ shopping experience in colorful forms to meet existing and emerging shopping needs. In addition, CDFG will actively fulfill its responsibility as a central government-owned enterprise, help build Hainan Free Trade Port with practical actions, actively stimulate the resumption of consumption and make contributions to building Hainan into an international travel consumption center with world influence.