

Rodenstock x CDFG present promo campaign in Haitang Bay



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Rodenstock has continued its long-standing partnership with China Duty Free Group (CDFG) with a high-profile promotion at Sanya International Duty Free Shopping Complex in Haitang Bay.

This promotion is the latest step in a collaboration, which has seen Rodenstock and the popular Porsche Design lifestyle brand, work alongside CDFG to continue to provide excitement among shoppers both online and offline throughout the pandemic.

Launched on July 1, the campaign showcases Porsche Design's innovative lens technology, Vision Drive, which provides decisive optical benefits to deliver a premium experience. The campaign also shines a bright light on Porsche Design Collector's Edition. This limited-edition collection features the re-birth of an iconic style and offers buyers the opportunity to customize their look with interchangeable lenses. As part of the promotion, its Collector's Edition is presented with a gift set for shoppers looking to treat themselves or a loved one.

New Porsche Design brand ambassador, Patrick Dempsey, is at the forefront of the campaign, with eye-catching visuals located in high-profile promotional spaces in Haitang Bay. As it ties in with the ongoing CDFG 88 Eyewear Event, the campaign strengthens the collaboration between Rodenstock and CDFG. To further enhance the offer, Rodenstock has also launched its Readers range in Haitang Bay.

“We are delighted to continue and further our partnership with China Duty Free Group with this sensational campaign. Hainan is a flourishing market at the moment. As shoppers return in-store, we are seeing that interest in the sunglasses sector is continuing to rise thanks to the category’s place as both an important part of the holiday experience and a desirable luxury item.

“Our collections are specially crafted to enchant shoppers with both stylish looks and state-of-the-art materials and design. This new campaign puts our latest innovations on a pedestal for shoppers and we are already delighted with the response,” says Lucas Gestin, Director Global Travel Retail, Rodenstock.