

The Macallan opens its largest boutique in GTR in Hainan



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The official ribbon-cutting ceremony took place on November 17 and was attended by senior representatives from CDFG and Edrington.

The Macallan Boutique in Hainan becomes the fifth to open in global travel retail, alongside boutiques in Dubai International, London Heathrow, New York JFK and Taipei Taoyuan airports.

Bringing the heritage and prestige of The Macallan to life across the world, the overall design concept of The Macallan Boutiques is inspired by the architecture and aesthetics of the brand's Speyside home.

Situated on Level 1 of CDFG's recently opened shopping complex, the standalone 100 square-meter space conveys The Macallan's history and craftsmanship through its design concept, with these elements further brought to life by highly trained Brand Ambassadors.

Visitors can explore "an authoritative and ever-changing selection" of The Macallan, from its travel exclusive core range, The Quest Collection, and boutique exclusives such as its Home Collection and Folio, to prestige bottlings including The Macallan Red Collection and most iconic The Macallan Fine & Rare Collection.

Visitors are greeted at the storefront by a large-scale LED display, as well as a bespoke window display which highlights the latest innovative expressions and brand campaigns. As described in the PR, the hallmark of The Macallan Boutiques is a signature oak lattice which provides a direct and highly visual connection to the innovative roof of The Macallan Distillery Experience.

The boutique offers new and unique features to enhance engagement and interactivity with shoppers. These include a bespoke-design bar area for shoppers to discover the brand through a guided tasting, and a Heritage Wall featuring curated works of art – the first of which is "Spring Green Persian," a nature-inspired piece by American glass artist Dale Chihuly. A private consultation room with an intricate ceiling inspired by the waves of the distillery offers a more tailored and exclusive experience.

"The opening of The Macallan Boutique in Hainan marks a major milestone in our long-term strategy for the Chinese market. Hainan has become a global beacon for travel retail and must-visit for Chinese luxury shoppers, making this a key location for consumer engagement and recruitment.

"To have the opportunity to execute our boutique concept in such an incredible space and within a retail complex that is undoubtedly set to become an international benchmark, is both an endorsement of The Macallan's credentials and a testament to CDFG's pioneering vision and ambition," says Jeremy Spears, Regional Managing Director, Edrington Global Travel Retail.

"Over the years, The Macallan has played a pivotal role in growing the luxury spirits market in China through education and engagement. With the opening of The Macallan Boutique in Hainan we are dovetailing our efforts and creating a more consistent experience across both domestic and travel retail channels, positioning us to engage more effectively with our Chinese consumers wherever they shop," adds Charles Soong, Managing Director at Edrington China.

"With the opening of the Haikou International Duty Free Shopping Complex, CDFG's vision is to set a new benchmark in travel retail, with innovative, engaging concepts from the world's most iconic luxury brands. Global travel retail's biggest The Macallan Boutique in Hainan embodies this vision – an incredibly powerful retail experience from a brand that has forged a strong reputation with Chinese consumers through many years of leadership and innovation. It's an honour to bring this concept to life for the first time in China and we look forward to sharing the world of The Macallan with our customers in Hainan," adds Charles Chen, CDFG President.