

William Grant & Sons and Shinsegae Duty Free partner at Seoul Incheon Airport



Luxury retailing: William Grant & Sons claims the spotlight at Seoul Incheon Airport Terminal 2

William Grant & Sons Global Travel Retail has partnered with Shinsegae Duty Free to debut the distillery's first luxury retail space at Seoul Incheon Airport.

The Terminal 2 shop-in-shop opened on February 23, featuring Glenfiddich and The Balvenie collections, including travel retail exclusive editions, a full range of rare and aged single malt liquids, interactive touchpoints and a personalized gifting experience.

The 30sq m space is bright and open, incorporating elements of Korean culture and crafts to provide a sophisticated sense of place. The store's gallery-style backdrop and display walls spotlight brand-specific cues and visual identities, while sculptural display units present the exceptional high-end collections. An in-store free-standing activation podium will be regularly refreshed throughout the year to offer newness and excitement for travelling consumers.

The Glenfiddich space features the full range including The Glenfiddich Perpetual Collection, alongside The Grand Series and Time Re:Imagined Collection. The Balvenie area features Cask Finishes, Rare Marriages, and Stories collections.



William Grant & Sons introduces The Art of Gifting to travellers through Seoul Incheon Airport

Gifting and collecting opportunities are key elements of the shop-in-shop, encapsulated within the Art of Gifting experience. A central gifting podium bar offers a range of services, with a number of personalized options available. These include traditional Korean charms and message engraving.

On entry to the store, brand ambassadors guide travellers through the instore experience, and assist in selecting their perfect whisky purchase. A range of interactive digital touchpoints including Lift-and-Learn education tool are designed to highlight the legacy and craftsmanship of selected Glenfiddich and The Balvenie whiskies and build a stronger connection with consumers.

Gwilym Cooke, William Grant & Sons GTR Head of Brand Marketing, commented, "We are pleased to collaborate with Shinsegae Duty Free to create this exciting retail concept which showcases the full range of our iconic Glenfiddich and The Balvenie brands and provides discerning travellers with an enhanced shopping experience, including travel retail exclusive liquids and bespoke gifting opportunities."