

DFS wins bid for China's Chongqing Jiangbei Airport

DFS Group has successfully won a tightly-contested bid to operate the Fashion, Watches and Jewelry concession in domestic Terminal 3A at [Chongqing Jiangbei Airport](#) in China. The win was announced on July 11, 2022 by the Chongqing Jiangbei Airport Authority.

Under the terms of the five-year concession, DFS will operate 13 branded boutiques spanning 1,500-sqm in the categories of fashion, watches, jewelry and accessories.

DFS will take possession of the premises in September 2022, with operations beginning in November. DFS plans to fully unveil its offering before Chinese Lunar Year 2023 with a stellar array of 18 luxury brands including first-time debuts at Chongqing Jiangbei Airport. These are in addition to brands already secured by the Airport including Louis Vuitton, Cartier, Gucci and Burberry, promising a truly luxurious retail experience at Terminal 3A.

"We are very pleased that we were able to win this concession in the face of stiff competition from other operators. In preparing for the bid, our teams brought to life DFS' expertise in store design, retail operations, merchandising and marketing, with a strong focus on luxury positioning. We also leveraged our deep and strong relationships with some of the best brands in the world, gained over more than six decades of operational experience in airports and downtown locations. As China's borders remain closed to international travel, providing more avenues for domestic retail has never been more critical or timely," says Benjamin Vuchot, DFS Chairman and CEO.

"Less than two years after re-entering China with our Galleria store in Hainan Island, we are swiftly covering ground. I am delighted that we are able to find new and exciting ways to serve our Chinese customers in their home location, as part of our renewed efforts to grow our footprint in this critical market," adds Nancy Liu, President DFS China.

Chongqing is Mainland China's largest city, with a population of more than 30 million. In 2021, Chongqing Jiangbei airport was ranked fourth in China by domestic passenger volume, with over 35.8 million people passing through Terminal 3A.