

# CDF-Sunrise Duty Free celebrates the opening of eight luxury beauty stores at Beijing Capital Airport



CDF-Sunrise Duty Free celebrated a milestone opening of 8 luxury beauty stores at Beijing Capital International Airport



Luxury skincare brand La Prairie is one of the new boutiques in CDF-Sunrise Duty Free's newly opened beauty boutique cluster at Beijing Capital International Airport

CDF-Sunrise Duty Free held a grand ceremony to celebrate the opening of 8 international beauty stores at Beijing Capital International Airport's Terminal 2 (May 17). The eight new boutique stores, which form the company's unique Asia Pacific cluster, are Sisley, Guerlain, Dior, Clé de Peau Beauté, La mer, La Prairie, Lancôme and Estée Lauder.

The ceremony started off with short speeches from the eight brands about the idea behind their boutique store concepts, followed by a dinner for CDF-Sunrise's partners and special guests.

Two and a half days after the opening ceremony, Key Opinion Leaders (KOLs), members of the media and special guests were invited to a 'world tour' experiential journey on board a 'plane'. Once the guests boarded the plane, they entered a 'brand photo gallery' to learn skincare tips during travel. Upon disembarking the plane, guests enjoyed pampering services by each of the 8 brands at different experiential zones. For instance, guests had the chance to try out new products from the brands, hand care services and make-up services.

Ushering the new age of Chinese Travel Retail

CDFG said in a press release that faced with increasing passenger traffic, CDF-Sunrise Duty Free has been actively pushing for a 'new age in Chinese travel retail'. Describing the opening of the 8 stores as a 'major milestone', the duty-free retailer said that its ability to partner 8 internationally renowned brands is testament of China and CDFG's high profile in the duty-free industry. Additionally, this move will greatly increase Beijing Capital International Airport's international standing.

CDFG shared that the boutiques will use new operating models, in addition to innovative store interior designs to satisfy customers' demand for personalized products, experiences and services. To that end, the stores will provide perfume customization, engraving services, professional skincare

consultation and more to increase customer satisfaction and elevate the Asia-Pacific duty-free retail market.