

DFS and Shenzhen hold opening ceremony to celebrate Hainan debut

DFS Group and Shenzhen Duty Free Group together celebrated the first phase of their new downtown duty-free retail complex in Haikou Mission Hills, Hainan. The opening ceremony, which was attended by VIP guests and local officials, was held on January 31.



DFS and Shenzhen Duty Free Group celebrate the opening of the first phase of Haikou Mission Hills Duty Free Complex

The Mission Hills project, which will be completed in phases over the next two years, is located within one of Hainan's largest and most popular leisure resorts. Eventually it will span more than 30,000 square meters, and will boast the largest Beauty Hall in DFS' global network.



The Mission Hills Duty Free Complex will ultimately span more than 30,000 square meters

Phase One offers an immersive tour of “The World in a Day,” which allows customers to choose from a selection in world-class DFS galleries locations in Venice, Paris, Sydney and Macau. The initial selection of categories includes fashion, beauty, watches and jewelry, with more product assortments to be added in subsequent phases.



The inviting entrance to the immersive experience “The World in a Day”



Customers can “visit” such DFS stores as this one in Paris



Among other stores customers can immersively visit is this one in Venice



Benjamin Vuchot, DFS Group Chairman and CEO, said: “We look forward to creating a new world of exciting products and experiences for customers in Hainan.”

“The collaboration between DFS and Shenzhen Duty Free provides an unparalleled opportunity for visitors to Hainan to experience international luxury retail in one of China’s most popular holiday destinations,” said Benjamin Vuchot, DFS Group Chairman and CEO. “We look forward to creating a new world of exciting products and experiences for customers in Hainan.”



Chairman You, Shenzhen Duty Free Group, said: "We are proud to participate in this historic opportunity to grow the duty-free industry together with domestic and foreign counterparts."

"As a responsible state-owned enterprise for over 40 years, Shenzhen Duty Free Group actively responded to the call for development of the Hainan Free Trade Port to help overcome the business difficulties created by the pandemic. We are proud to participate in this historic opportunity to grow the duty-free industry together with domestic and foreign counterparts," said Jiangwei YOU 姜伟, Secretary of the Group Party Committee, Chairman of the Group (姜伟) Shenzhen State-Owned Duty Free Commodity Group.