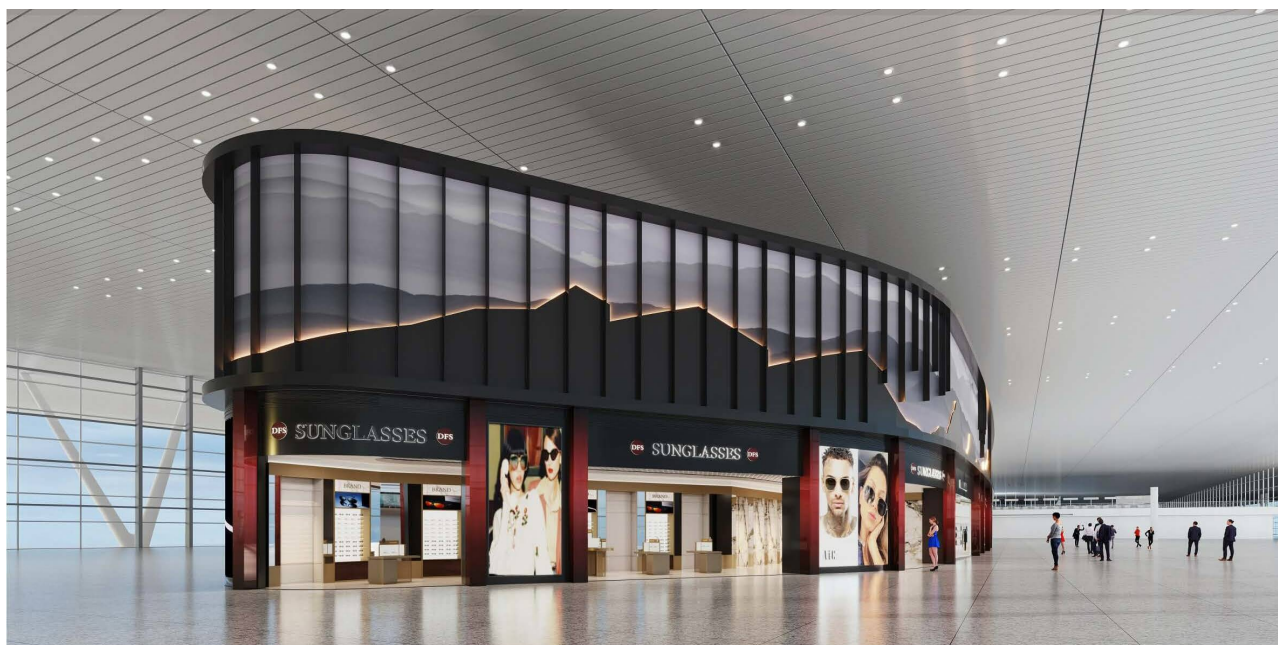


DFS unveils phase one of Chongqing Jiangbei Airport concession



Located in domestic Terminal 3A at Chongqing Jiangbei International Airport, the multi-brand sunglasses store marks the first opening of its five-year fashion, watches and jewelry concession

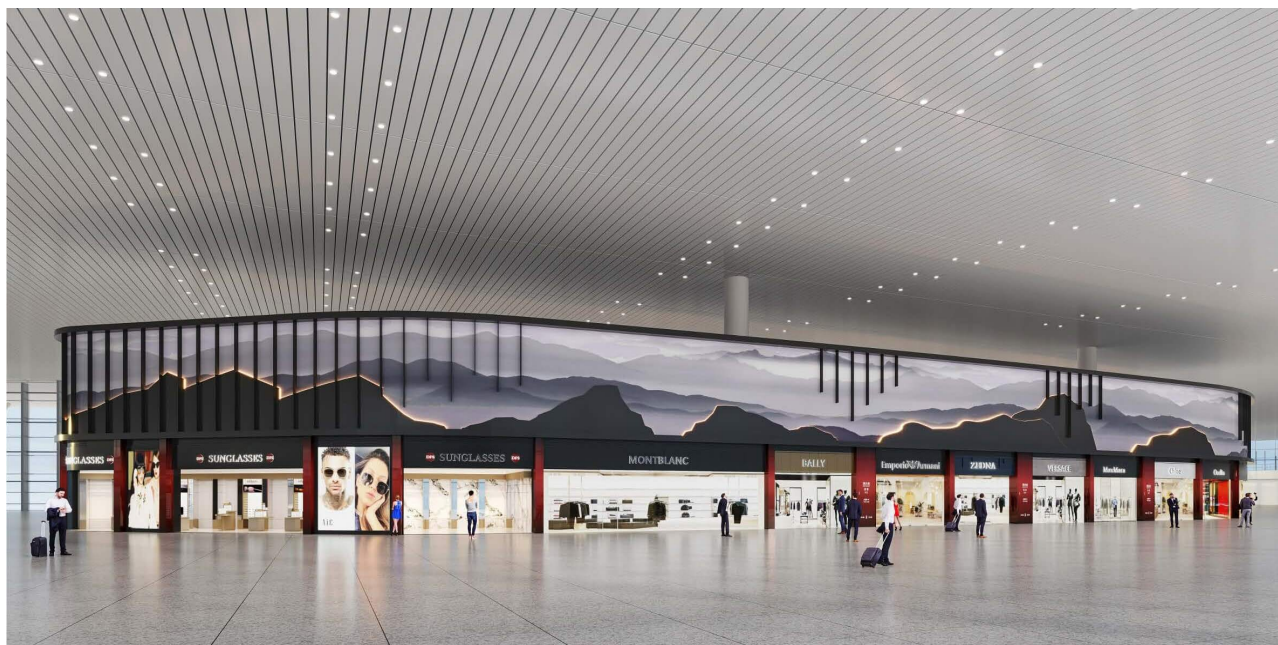
DFS Group has unveiled the first phase of its newest airport store in domestic Terminal 3A at Chongqing Jiangbei International Airport. The retailer successfully won a tightly-contested bid to operate the fashion, watches and jewelry concession in July 2022.

Phase one sees the opening of DFS' multi-brand sunglasses store, which offers a lineup of 21 luxury brands for customers to shop including LVMH-owned Thelios, Luxottica, Safilo, Marchon and Kering Eyewear, who has partnered with DFS to enter the airport channel for the first time.

In celebration of the festive season, the assortment features a selection of Lunar New Year exclusives from Gucci, Burberry and Prada, with many more exclusives planned for this year.

Following this opening, phase two will showcase an additional 15 branded boutiques spanning 1,500 square meters across the fashion, watches, jewelry and accessories categories including first-time duty paid airport debuts from Valentino and Moncler. These are in addition to brands already secured by the airport including Louis Vuitton, Cartier, Gucci and Burberry,

Once fully open, DFS will operate a total of 1,800 square meters of Terminal 3A having also secured the bid to operate Zone D in October 2022.



Phase two will showcase an additional 15 branded boutiques spanning 1,500 square meters

“We are pleased to unveil our newest airport store at Chongqing Jiangbei International Airport and partner with the Airport to transform this aviation hub into a luxury travel retail mecca following the recent announcement of the border reopening and further relaxation of travel restrictions,” says Benjamin Vuchot, DFS Group Chairman and CEO.

“We look forward to welcoming our Chinese customers and offering them everything they know and love about DFS in their home location – from the expertly curated assortment to the heartwarming service and wide range of service offerings,” adds Nancy Liu, DFS Group President China.



An inside look at DFS' multi-brand sunglasses store, which offers a lineup of 21 luxury brands