

Diageo launches first whisky e-boutique with Shenzhen Duty Free

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Diageo Global Travel's new e-boutique on Shenzhen Duty Free's WeChat Mini Program is led by world-leading Scotch whisky brand Johnnie Walker

Diageo Global Travel, in partnership with Shenzhen Duty Free (SZDF), has launched its first whisky e-boutique on SZDF's WeChat Mini Program, addressing the growing demand for e-commerce solutions in the travel retail sector.

The whisky e-boutique, led by the world's number one Scotch whisky brand Johnnie Walker (source: IWSR 2020), is live for consumers who have visited Hainan to browse and make purchases from November 2021 for pre-orders including home delivery.

This is the first Diageo Global Travel Brand Boutique hosted on WeChat, where shoppers can discover a range of rare whiskies, including the latest exclusive offerings and collections. They can seamlessly browse brands, best-sellers and travel retail exclusives to inspire their purchase and discover the latest limited edition and SZDF exclusive collection sets.

The innovative digital store showcases Diageo's extensive whisky portfolio, including four recommended single malt whiskies: The Singleton, Mortlach, Lagavulin and Talisker. Shoppers can navigate through dedicated brand pages to discover the luxury range and make purchases.

The site features exclusive sets from the boutique's hero brand, Johnnie Walker, which are available to purchase. This includes the upscale Johnnie Walker Blue Label blend.

Luxury sets available to purchase include the coveted Johnnie Walker Blue Label Series of 3 Gods – a three-bottle collection engraved with gold calligraphy embodying the Gods believed to bestow fortune, prosperity and longevity.

Shoppers can also discover the Johnnie Walker Blue Label Series of 5 Gods produced in celebration of Lunar New Year, as well as the Set of 12 Zodiac Collection. Engraved with the 12 animals from the Chinese zodiac, it combines the rich heritage of Scotch whisky with ancient Chinese tradition.

Experience-led shopping

Commenting on the launch of the e-boutique, Xie Wenchun, Vice President of Shenzhen Duty Free Group, said: "I am incredibly proud that Shenzhen Duty Free Group has partnered with Diageo on the launch of our first whisky e-boutique available for travelers to browse and make purchases from world-leading brands.

"We are thrilled to provide our customers with an engaging and experience-led way to shop. Through the platform, hosted on TimesDF Haikou Mission Hills WeChat Mini Program, visitors are offered a simple yet exciting way to purchase whisky from Diageo's top-selling whisky portfolio."

The whisky e-boutique is part of the strong partnership between Diageo Global Travel and SZDF and follows the recent opening of the Johnnie Walker boutique in Haikou, Hainan. The grand opening of the boutique took place in Haikou Mission Hills, Hainan on October 30.

Commenting on the store opening, Sandra Tassilly, Head of Commercial – APAC and MENA at Diageo Global Travel, said: "I am delighted that in conjunction with Shenzhen Duty Free, Diageo Global Travel has been able to collaborate for a second time in the launch of a whisky e-boutique, following on from the successful launch of a whisky boutique in Hainan.

"We're proud to have elevated the shopping experience for travelers, providing them with an enjoyable and seamless way to make purchases and explore the category."

The boutique in China's key travel retail destination, Hainan, provides shoppers with immersive shopping experiences. Now with the launch of the e-boutique, all travelers flying from Shenzhen also have direct access to Diageo's luxury whisky portfolio.

Travelers can instantly access the e-boutique via WeChat by scanning a QR code on the TimesDF Haikou Mission Hills Mini Program.