

Lagardère opens Sandro and Maje in Sanya

In partnership with SMCP Group, Lagardère Travel Retail has opened Sandro and Maje boutiques in the HTDF Sanya Duty Free mall in downtown Sanya, Hainan.



Along with Maje, Sandro is now available in Sanya, Hainan for the first time

This is the debut for both brands in Hainan, though they were introduced in airports in mainland China last year.

The boutiques, which offer a full range of ready to wear and accessories, are 165 and 155 square meters in size, respectively. They add to Lagardère's luxury fashion footprint of over 140 doors in China travel retail.



The opening of Sandro and Maje by Lagardère help support the local government's strategy of diversifying Hainan's brand offer and appealing to a broader consumer base

Eudes Fabre, CEO for North Asia at Lagardere Travel Retail, commented on the opening: "Launching Sandro and Maje for the first time in Hainan in partnership with SCMP Group reflects our ambition to broaden the appeal of off-shore duty free shopping in Hainan and meet the expectations of an increasingly sophisticated customer base. To sustain rapid growth over time the market in Hainan will need to continue introducing new brands across categories and price points. We are pleased to contribute our global merchandizing and operational expertise to the flourishing of Hainan's duty-free market."

In partnership with local state-owned company Hainan Tourism Development Duty Free, Lagardere Travel Retail has brought almost 300 brands to the Hainan duty-free market, over a dozen of which are new launches on the island. Further exclusive launches are planned for the months ahead.