

# PR GTR x CDFG open new portfolio boutique in Hainan



The boutique features a wide range of Cognac and whisky products including limited editions, TR exclusives and ultra-prestige collections

Pernod Ricard Global Travel Retail (PR GTR) has announced the opening of a new portfolio boutique in partnership with China Duty Free Group (CDFG) at CDF Haikou International Duty Free Shopping Complex in Hainan.

Located on the ground floor in the luxury department of the new shopping complex, the 93-square meter cross-brand portfolio boutique features a range of Pernod Ricard's brands including Martell, Royal Salute, Chivas Regal, Ballantine's, The Glenlivet and the Secret Speyside collection.

It also allows shoppers to explore several ultra-prestigious, limited-edition products such as Royal Salute House of Quinn Limited Edition, Royal Salute 62 Gun Salute and The Glenlivet 28 Year Single Cask.

The innovative space uses a combination of technology and design to create an exciting shopper experience. With an arc-shaped LED digital façade, the Martell focused area of the boutique integrates artificial intelligence to redefine the retail experience. The AI Martell ambassador immerses shoppers into the world of Martell in a futuristic and innovative way.

In addition to this immersive AI experience, the boutique will focus on providing value-added services, including prestige product tasting in a dedicated VIP area for CDFG platinum and above members. Luxury gift wrapping services, including a Martell gift bag, wish card and ribbons will also be available for shoppers purchasing Martell products.

The new boutique at CDF Haikou International Duty Free Shopping Complex is the fourth boutique PR GTR has opened in Hainan. With Hainan continuing to develop more retail initiatives, it is set to become the world's largest travel retail destination, with an estimated \$46.5 billion in sales by 2025.

"This new boutique is a great example of how Pernod Ricard Global Travel Retail is continuously striving to elevate shoppers' experiences. The inclusion of the Martell AI ambassador aims to drive engagement and excitement for one of the key brands favoured by Chinese travellers," says Liya Zhang, Vice President of Marketing at Pernod Ricard Global Travel Retail.

"It is a real honour to open our second boutique with China Duty Free Group in this magnificent new complex. The CDFG team share our ambition to provide incredible shopping experiences for customers, and we can't wait to welcome travellers to this exciting new store," comments Simon van Moppes, General Manager of North Asia Travel Retail at Pernod Ricard.

"As CDF Haikou International Duty-Free Shopping Centre is set to be the largest duty-free shopping centre in the world, this opening is a milestone moment for China Duty Free Group. We are delighted that we can share this moment with innovative partners such as Pernod Ricard Global Retail Travel in order to bring our shoppers brands they love," adds CDFG President Charles Chen.