

Rodenstock boosts CDFG partnership in Hainan



Rodenstock's Porsche Design activation at Sanya International Duty Free Shopping Mall

German eyewear group [Rodenstock](#) has furthered its partnership with China Duty Free Group (CDFG) by revealing a pair of HPPs in Hainan.

The activations, located at the Sanya International Duty Free Shopping Mall and Haikou International Airport, showcase the latest stylish and premium eyewear releases from Rodenstock and Porsche Design.

During the pandemic, the two companies collaborated to make new models available to consumers over digital channels, and now, Rodenstock is presenting a new collaboration in physical spaces.

In Sanya, the HPP focuses on Rodenstock's licensed [Porsche Design](#) brand and its ambassador Patrick Dempsey, who features in eye-catching visuals.

The Porsche Design 50Y limited-edition model P8928 is showcased for shoppers, with some models displayed on plinths in glass cases to create an elevated experience.

The promotion also features lenses specially selected by CDFG and a special travel box which is available for shoppers to purchase.

Billy Liu, General Manager, Watch, Jewelry and Eyewear, CDFG, said: "The strong partnership between Rodenstock and CDFG has delivered attractive high-profile promotions in Sanya and Haikou.

"The Porsche Design 50Y limited-edition model P8928 with a nice travel box and interchangeable lens

provides distinctive personalized shopping experience to the travelers. The beautiful HPPs help to strengthen the marketing message and provide a unique shopping experience to our customers. We are looking forward to more interesting activations with Rodenstock.”

At Haikou Airport, the promotion seeks to capture the attention of shoppers as they pass through the store.

The Porsche Design 50Y limited-edition releases are presented in an accessible way for customers who may have limited time in the airport.

In keeping with the demand for personalization, the interchangeable lens models P8478 and P8928 are at the forefront of this activation, alongside the brand’s ground-breaking Vision Drive technology.

Lucas Gestin, Director Global Retail & International Key Accounts Eyewear, Rodenstock, said: “We are delighted to be continuing our partnership with China Duty Free Group with promotions in these high-profile locations. The sunglasses category has proved its importance to the travel retail market over and over in recent years and we are seeing this again as shoppers return around the world.

“Our innovative designs are crafted from premium materials, which really set them apart for shoppers seeking true luxury and excitement, like those in Hainan. These high-profile promotions are a unique opportunity to provide more, both for our shoppers and for our esteemed partners.”

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