

## Rodenstock boosts CDFG partnership with high profile promotion

By **Laura Shirk** on January, 30 2020 | Spirits & Tobacco



Located in Terminal 3 of Beijing Capital International Airport, the high-profile activation by Rodenstock offers shoppers a 360-degree view of the Porsche Design Eyewear brand environment

With a three-month promotion at Beijing Capital International Airport, Rodenstock, global eyewear specialist, has furthered its partnership with leading retailer China Duty Free Group (CDFG). The promotion is going ahead, despite the current Coronavirus outbreak.

As a key retail partner for Rodenstock, the two teamed up last summer to unveil a limited edition CDFG exclusive model from Rodenstock's Porsche Design range.

Marked as "CDFG Exclusive", this model is a version of the sporty P'8531 edition and features a new glass color branded: mercury silver mirror. Only 500 pairs have been made and each one is engraved with a serial number. The product is the focal point of a new high-profile activation by Rodenstock in Terminal 3 of Beijing Capital International Airport.

The display includes a light box, plinths and displays offering shoppers a 360-degree view of the Porsche Design Eyewear brand environment. The light box features two poster images of the brand and the plinths carry showcases with the glasses inside.

The exclusive CDFG model covers one side of the display, while the wider Porsche Design assortment is on the other side.

Petra Eckhardt-Koestler, Director Global Retail Eyewear, Rodenstock, says: “This new high-profile campaign is the perfect way to expand our partnership with CDFG, who are one of our key retail partners in the travel retail channel.

Obviously these are very unusual circumstances and with the Coronavirus, [Rodenstock] cannot expect the usual results. Nevertheless, CDFG is a key retail partner for us and we remain committed to working with them on this promotion. While it is a very worrying time for our industry, China remains a very important market in the travel retail sector today and we are here for the long-term.

The promotion runs through March and we are hopeful that travel patterns will have recovered by then. This display will catch the attention of shoppers who increasingly have less time to spend in-store and boost engagement both with the brand and with the wider category.”