

# Dufry opens first of many border duty free shops in Brazil

By **Hibah Noor** on August, 26 2019 | Retailers



Dufry's first 850 square meter border store in Brazil is located in Uruguaiiana and offers prestige international brands

Dufry has officially opened its first Brazilian duty free border store with 850 square meters of retail space in Uruguaiiana, one of the most important cities in the south of Brazil, on the Argentinian border.

The shop, which began trading on August 22, offers an assortment of prestige international brands similar to those seen in Dufry's airport outlets around the world.

World-renowned brands are offered, such as MAC, Carolina Herrera, Victoria's Secret, Shiseido, Lindt, Godiva, Johnnie Walker, Chivas, Absolut, Tanqueray, JBL, Lacoste and Desigual, among others.

Customers will also benefit from ongoing launches of novelties, exclusive products and limited editions, the operator said.

The new shop will offer two of Dufry's best known customer services: RED by Dufry, the group's loyalty program, and Reserve & Collect, which allows customers to pre-order their purchases online, saving them time.

A tasting bar, where customers can try famous wines and spirits, as well as interactive and digital technologies supporting the selection of perfumes and cosmetics, seek to create a memorable shopping experience.



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In a press release announcing the opening, Dufry said it was "very pleased" to have opened its first border duty free shop in Brazil, following the final approval of the new regulation by the local Customs authority.

With the new regulation, a total of 32 Brazilian twin-cities have the right to operate duty free border shops, and Dufry intends to expand this business in all of these cities.

Rene Riedi, Divisional CEO Central and South America for Dufry, said: "I am thrilled with our debut in the duty free border shop business in Brazil. The completion of the regulations has been long-awaited and we are now focusing on exploring this completely new channel for Dufry in Brazil. We are looking forward to offering customers the same world-class shopping experience they can find in our shops worldwide."