

# Maison Martell opens first-ever TR boutique in Hainan



Offering the full Martell product portfolio and a futuristic retail experience, the new shop features innovative technology such as digital wall displays and an in-situ Martell Perfect Door to showcase the brand via contactless consumer engagement

Located in the bustling heart of Hainan, the boutique is the first Pernod Ricard-owned store on the island. Featuring new, innovative technology, it delivers a seamless consumer experience by inviting duty free shoppers to engage with the world of Maison Martell through its latest in-store programs including a one-of-a-kind digital boutique façade and pioneering touchless technology.

The touch points of the store will continue to evolve to ensure its consumers remain engaged after the opening, with Maison Martell already considering future innovations to be added to this state-of-the-art retail outlet.

As always with the Maison Martell, the boutique will push the boundaries of futuristic retail. With the rise of digitalization in the channel opening the door for new GTR technology, the shop offers consumers pioneering engagement via ever-evolving content and enhanced in-store retail theater.

Featured elements such as digital wall displays have been designed to engage passersby, showcasing videos about the liquids and brand focuses within the region. The shop also hosts an in-situ Martell Perfect Door, the brand's latest merchandising unit that leverages touchless technology through safe, state-of-the-art digital displays with a wave and learn experience.

"The opening of Maison Martell's new travel retail boutique represents a landmark occasion both for the house and for the channel. As we look toward a future of new beginnings driven by digital innovation, the store offers us the opportunity to reimagine Maison Martell's rich heritage by bringing our products to life through the power of technology, streamlining shopper experiences and allowing

consumers to feel even more connected to the brand,” says Mohit Lal, CEO of Pernod Ricard Global Travel Retail.



Attended by representatives from both CDFG and PR GTR, consumers will be invited to virtually attend its opening ceremony this week via a number of livestreaming opportunities

On 28 January 2021, the boutique will be unveiled with an opening ceremony including a ribbon-cutting, a toast and a digital Martell-inspired performance to celebrate the occasion. The event will be attended by representatives from both CDFG and PR GTR, beginning with a speech from leadership figures outside the store, followed by a ceremonious drawing of the curtain to reveal the store front.

Maison Martell also invites its consumers to attend the event virtually via one of the livestreams that will cover the proceeding. Three key lifestyle influencers with long-standing connections to the brand and whose social communities represent a 22M-strong audience on Yizhibo and Weibo, will each host streams via their own Yizhibo channel, with CDFG also livestreaming the event via the same platform.

“We are very pleased to continue our long-standing partnership with Pernod Ricard and we look forward to significantly developing the spirits market on Hainan Island together. With the booming success of this duty free destination, combined with thriving consumer demand for Maison Martell products and CDFG’s expertise and experience in the Chinese duty free market, we anticipate many exciting developments ahead. We are glad to be Pernod Ricard’s first partner on the island and we are very confident in the success of this store,” adds Zhao Feng, VP of China Duty Free Group said

Offering the full Martell product portfolio including The Epic Voyage bottling, the 2021 Martell Cordon Bleu Chinese New Year limited-edition exclusive to travel retail, Maison Martell’s new boutique is a must-visit destination within Haitang Bay for duty free shopping.