

Changi Airport extends key duty free liquor and beauty concessions

By **Hibah Noor** on December, 4 2018 | Airlines & Airports



DFS and The Shilla Duty Free plan to continue to transform the retail experience for passengers at Changi through exciting new concepts

Changi Airport Group (CAG) has announced that it will extend its key duty free liquor and beauty concessions, held by DFS Venture Singapore (Pte) Ltd and Shilla Travel Retail Pte Ltd respectively, for a two-year period each, starting from 2020, after the expiration of their current six-year concession.

Over the past four years, the airport's two core category concessions have delivered pioneering retail concepts including duplex stores, the world's first airport-integrated duty free zone, the famous Raffles Hotel Long Bar and the luxurious Shilla Beauty Loft.

These innovative concepts, coupled with the concessions' extensive product ranges and exciting in-store activations, have transformed Changi Airport's travel retail scene and brought the airport shopping experience to a new level, the airport operator said.

Ms Lim Peck Hoon, Executive Vice President of Commercial at Changi Airport Group, said: "We are very pleased to continue our partnership with DFS and The Shilla Duty Free for another two years. Their passion for the travel retail industry continue to deliver new ideas and novel retail concepts at Changi Airport, and were instrumental in driving sales growth over the past four years."

As consumer trends and expectations evolve, CAG plans to continue to work closely with its retailers and brands to deliver new and memorable shopping experiences. This includes leveraging new technologies and innovations for a seamless retail experience when passengers shop from online to

offline – from before they fly to the time when they board, the company said.

In the pipeline, DFS will set up two exclusive brand boutiques to give travelers an opportunity to learn about the brands' rich heritage and craftsmanship, and organize a world-class wines and spirits event with a series of hands-on tastings and masterclasses.

Robert Calzadilla, DFS Group Region President Asia South, commented: "DFS is delighted to continue our partnership with Changi Airport Group, providing a world-class shopping experience at Changi Airport. We look forward to finding new ways to excite and inspire our traveling customers, offering the very best wines and spirits accompanied by exceptional concepts and activations."

For beauty, The Shilla Duty Free has ambitious plans to rejuvenate its existing beauty offerings. In addition to its diverse range of perfumes and cosmetics, the beauty concession will bring in new brands and a makeover for one of its existing stores featuring a "new and inviting" retail concept. There will also be large-scale beauty events packed with interactive workshops and special deals.

The extended tenancy terms for the liquor concession will commence from April 9, 2020 till April 8, 2022, covering 18 stores and spanning over 8,000 square meters of retail space in Terminals 1, 2, 3 and 4.

For the beauty concession, the extended tenancy terms will begin from October 1, 2020 to September 30, 2022, covering 22 outlets and spanning over 7,400 square meters of retail space across Changi Airport's four terminals.