

DFS opens stunning retail store at Changi Airport's T4

By **Rebecca Byrne** on November, 21 2017 | Airlines & Airports



Toasting the opening with champagne are (l-r) Chandra Mahtani, VP Terminal 5 Commercial Planning, Teo Chew Hoon, Group Senior Vice President of Airside Concessions Division at Changi Airport Group, Tim DeLessio, President of Strategic Global Store Operations at DFS and Wilcy Wong, DFS Group

Luxury travel retailer DFS unveiled its impressive retail store at Changi Airport newest Terminal with a dramatic and colorful official opening ceremony. Asia Duty Free was the sole travel retail media present.

Covering over 1,800 square feet, the store offers a collection of over 300 brands as well as two new concepts: The Cocktail Bar and The Craft Collection. The Whiskey House, a great success in DFS' Terminal 2 duplex, has pride of place in the center of the store.



The Chinese dragons bestow good fortune onto the DFS store in front of the Whiskey House

To mark the opening two colorful Chinese dragons, representing power and wealth, put on a dramatic display and key executives from DFS including Wilcy Wong, DFS Group Managing Director, Indonesia and Singapore, rolled pineapples into the store to guarantee future prosperity. A red ribbon was cut and all guests toasted the opening with champagne.

Tim DeLessio, President of Strategic Global Store Operations at DFS, spoke prior to the ribbon cutting saying: “This my second major terminal opening at Changi and sixth major store renovation within the airport. This store is the most spectacular one we with have done yet and clearly the most technologically advanced.” He added that DFS aimed to make the terminal a huge success together with its partner across the aisle, The Shilla Group.

Terminal 4 is the first at Changi Airport to offer a “walk- through” retail concept, allowing DFS to introduce new features and concepts for a seamless shopping experience. The layout of the new store offers an integrated shopping space covering both liquor & tobacco and cosmetics & perfumes. Travelers are able to purchase their items in a single transaction at common cashier counters, where all team members are cross trained on products from both DFS and The Shilla Duty Free to enhance the collaborative shopping experience.



Ricky Paiva Regional Brand Ambassador, Bacardi, highlights the experiential element of The Cocktail Bar

Brand Ambassadors from Bacardi, Edrington, Bruichladdich and Archipelago Brewery, were on hand at the opening to demonstrate the unique experiential concepts designed to encourage consumer interaction. The Cocktail Bar has a homely kitchen feel and inspires customers, through a hands-on experience, to make their own cocktails at home. Both the Whiskey House and the Craft Collection stations allow passengers to sample and discover new brands. A series of Brand Ambassadors will make appearances throughout the year to educate and enthuse shoppers.

Teo Chew Hoon, Group Senior Vice President of Airside Concessions Division at Changi Airport Group, said, "Our vision for Terminal 4 is to continually delight travelers with new retail experiences. CAG is happy to work with DFS to create a first-in-Changi seamless duty-free zone. Passengers can enjoy experiential retail concepts where they can try their hand at mixing cocktails or sample exotic beers and spirits, all in a single retail space. With the addition of Terminal 4 we look forward to welcoming many more travellers to enjoy Changi Airport's exciting offerings."