

Changi Airport Group and DFS Group launch luxury e-commerce platform for tax and duty-absorbed priced alcohol

By **Elena Owyong** on August, 1 2019 | Retailers



Changi Airport Group and DFS Group have launched iShopChangiWines.com, a new luxury e-commerce platform selling tax and duty-absorbed priced premium wines, champagnes and sakes

Changi Airport Group (CAG) and DFS Group has announced the launch of a new luxury e-commerce platform iShopChangiWines.com for duty and Goods and Services (GST)-absorbed premium wines, champagnes and sakes.

In a joint press release, CAG and DFS said that more than 140 quality products from the world's highly sought-after brands and DFS travel exclusives are available on the e-commerce platform. Customers can purchase up to 30 liters (around 40 bottles) of tax and duty-absorbed wines, champagnes and sakes a day.



iShopChangiWines.com has more than 140 products from popular brands as well as DFS travel exclusives

According to CAG and DFS, the e-commerce platform also provides advice and guidance to help customers with their selection. The advice is provided by DFS' in-house wine connoisseur. At the same time, customers get to earn and accumulate reward points with both Changi Airport's Changi Rewards and DFS' membership program, LOYAL T when they make purchases.

Customers who spend above S\$150 (US\$205.28) will enjoy complimentary delivery to their desired locations within the time slots offer. Those who spend below S\$150 can pick up their purchases from Changi Airport Terminal 3, level 1, arrival hall.

Commenting on the new platform, Teo Chew Hoon, Group Senior Vice President, Airside Concessions at Changi Airport Group said: "The launch of the new iShopChangiWines.com e-shopping site marks Changi Airport latest move in making shopping accessible to consumers even if they do not have a boarding pass to fly. Not only do they get to pick from the wide selection of premium products specially curated by DFS, they will also enjoy the privileges presented by Changi Rewards, the airport's loyalty rewards programme."

Prashant Mahboobani, DFS Group General Manager, Singapore said: "At DFS, we recognize that our consumers' needs and shopping behavior continue to evolve and we are always seeking new ways to satisfy them. The launch of iShopChangiWines.com is a significant milestone for DFS at Changi Airport as we bring our standards of quality and value, with added convenience to consumers."

Launch campaign

To celebrate the launch of the e-commerce platform, from August 6 to August 8, customers can enjoy various rewards and experiences worth more than \$35,000 from AMEX Cards, Base Entertainment Asia, Ikeda Spa Prestige, KOMA Singapore, Majestic Fast Ferry and more, when they spend at least S\$180 (US\$246.33) in a single transaction.