

DFS Group opens Duty Free Stores at Singapore Cruise Centre

By **Rebecca Byrne** on August, 2 2017 | Retailers





Luxury travel retailer, DFS Group has unveiled its updated duty-free stores at Singapore Cruise Centre

(SCC). The company was awarded a five year concession for the departure and arrival stores at Singapore Cruise Centre's Tanah Merah and HarbourFront terminals in December 2016.

For the first time, SCC consolidated a number of its existing duty-free concessions across six categories including wines, spirits and tobacco, beauty and confectionary into a single contract. The stores at SCC's Tanah Merah and HarbourFront terminals span seven outlets and are accessible to travelers arriving and departing from Singapore by ferry or cruise ship.

"It has been an honor working with SCC for the past two decades and we are delighted to be continuing our partnership for the next five years," said Wilcy Wong, DFS Group Managing Director, Singapore and Indonesia. "At DFS we focus on offering a premium retail experience where travelers are given a one-stop, seamless shopping experience. We are excited to grow our relationship with SCC and look forward to providing a broader retail experience to travelers at the ferry terminals."

DFS, Singapore Cruise Centre is home to over 150 brands and offers an assortment of retail products from alcohol, tobacco, cosmetics, fashion to travel accessories. The extensive range also includes many exclusive items in wines and spirits, available for purchase only at DFS. The retail experience and offering also grants travelers an opportunity to purchase all essential travel items before embarking on their outward journey.

The DFS HarbourFront departure store is also home to an exclusive Whiskey Bar and Cocktail Bar, where guests can sample from a range of whiskies or specialty cocktails made from fresh ingredients by DFS' in-house bartenders. Created in collaboration with The Whiskey House at DFS' Terminal 2 Duplex at Singapore Changi Airport, the Whiskey Bar is an extension of DFS' interactive approach to spirits, educating and engaging customers.

"The opening of the new DFS stores at SCC marks a strong relationship between DFS and SCC. Passengers at our terminals are now able to experience an array of retail offerings with more store space, new retail concepts, as well as new brands, which hand in hand work to elevate the overall shopping experience," said Christina Siaw, CEO of SCC.