

# Godiva teams up with DFS to achieve a more lifestyle approach



Pictured at the opening ceremony at The Point in downtown Guam (L-R): Bobby Alvarez, Vice President, Guam Visitors Bureau, Pearl Chung, Senior Account Manager, Asia, Godiva Chocolatier, Craig Duncan, Assistant General Manager, Sales, DFS

In partnership with DFS, premium Belgian chocolatier, Godiva, opened a beautifully refurbished boutique at The Point in downtown Guam this month.

Since its opening in 2008, the store has been frequently visited by tourists and local shoppers, alike. This exciting initiative, which is part of a global partnership with the international travel retailer, sees the 70 square meter location take on the Goldiva Gold design concept with upscale counter and product displays and the addition of comfortable seating.

Described as a modern interpretation of the brand, the Goldiva Gold concept offers a new expression of European luxury and connects consumers with the heritage of Godiva. Presenting clean lines and classic feels, the new design encourages shoppers to interact more directly with the product and learn more about its chocolate story. Taking a tip from the health & wellness category, the design blends a more lifestyle approach, while re-inforcing experiential moments that accentuate craftsmanship.

“The objective of the new store concept is to retain the luxuriousness of the Godiva brand, while making the shopping experience more approachable,” explained Matthew Hodges, President Global Sales, Godiva. “We want to shift the customer’s perception of their visit to a Godiva boutique from a transactional experience to a destination, where they can enjoy wonderful Godiva products in a refined, yet relaxed ambience. Our renovated store in Guam, executed with the enthusiastic assistance of our partner DFS, is just such a place.”

“We are delighted to partner with Godiva to bring an exciting new experience to our discerning travelling customers and locals alike in Guam,” said Milan Rabold, DFS Vice President Store Operations, Mid Pacific. “Creating luxurious and inviting environments for customers is a key priority, and we are thrilled to be able to combine this ethos with an array of sensational food and beverages

that Godiva has to offer.”

At the grand opening of the boutique, loyal customers, local dignitaries and media members were invited to take part in coffee tasting and chocolate dipping. Among the need-to-taste treats on offer: a number of DFS exclusive products such as the Mid-Way Pacific Souvenir box and the DFS Mini Tin, a wide range of Godiva gift boxes, an abundance of loose chocolates for self-selection and a choice of refreshments including Chocolixir and Soft Serve ice-cream.