

# Rodenstock partners with CDFG to promo in Macau



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Rodenstock has continued its long-standing partnership with China Duty Free Group by unveiling a new high-profile activation in the key market of Macau.

Positioned at Grand Lisboa Palace Macau, the promotion features striking visuals across digital and physical installations both inside and outside of the hotel, with Rodenstock's Porsche Design brand perfectly complementing the luxury setting.

Inside the venue, a dedicated, branded space showcases the collection in a premium way, reflecting the cutting-edge design and materials used to create the models on display. To further enhance the offer, the Porsche Design 50Y collection is joined by the Porsche Design Hexagon model to provide

added choice for shoppers in-store. Outside the venue, a giant digital screen highlights the campaign and the Porsche Design 50Y collection.

“It is our great pleasure to continue and enhance our partnership with China Duty Free Group with this exciting summer promotion in Macau. The Porsche Design brand speaks to consumers who enjoy luxury products, crafted from the very best materials, and that is perfect for the Macau Grand Lisboa Palace.

“We have long recognized the importance of Asia Pacific, and China in particular, as a market and we believe this partnership is the best way to build recovery in this market. This promotion is a great example of putting those two together to create excellence for our industry and our customers,” says Lucas Gestin, Director Global Retail & International Key Accounts Eyewear, Rodenstock.

The promotion is scheduled to run until the end of June.