

Rodenstock propels ahead with focus on e-commerce in an effort to support China Duty Free

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品牌: PORSCHE DESIGN 保时捷

国家: 德国 创建年份: 1972年 创始人: Ferdinand Alexander Porsche

Porsche Design品牌是由保时捷911车型设计师Ferdinand Alexander Porsche (费迪南·亚历山大·保时捷) 先生1972年在斯图加特创立的。Porsche Design作为欧洲的现代工业设计领域的个中翘楚, 经典之作更是数不胜数。在1972年到2008年间Porsche Design曾先后获得了设计界的“红点”、“IF”等设计大奖一百多项, 其中80%的作品被英国皇家博物馆永久收藏。由于保时捷设计在北美、欧洲倍受众人欢迎, 自2005年起, 所有Porsche Design生产的产品都统一使用“Porsche Design”这一品牌名称。如今, 保时捷设计的产品更是涵盖了服装、鞋履、箱包、烟具、皮具、手机、香水、眼镜、手表、家居、书写工具等诸多领域。

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RECOMMENDED PRODUCTS



PORSCHE DESIGN 保时捷
保时捷太阳镜P8901C6413140
免税价 ¥ 3030.00



PORSCHE DESIGN 保时捷
保时捷太阳镜P8573D6313135
免税价 ¥ 3490.00



PORSCHE DESIGN 保时捷
保时捷太阳镜P8901A6413140
免税价 ¥ 3030.00

Rodenstock adapts portfolio for e-commerce platform with China Duty Free Group. Items that are purchased can be paid for online and are then picked up at the airport

As internal travel resumes in China, China Duty Free Group is once again enticing shoppers using online and e-commerce platforms. Global eye wear brand Rodenstock is partnering with the retailer to revive the travel retail industry in China with a focus on e-commerce and the province of Hainan.

Rodenstock has a long history of collaboration with China Duty Free Group and the Porsche Design brand is already available on the online store for CDFG's Haitang Duty Free Shopping Centre, Sanya.

Petra Eckhardt-Koestler, Rodenstock's Director Global Retail Eyewear, shares: "The travel retail market needs support from all of us right now and we are delighted to be working with our esteemed partners at China Duty Free Group to support their efforts bringing duty free shopping back to Chinese consumers.

"Our Porsche Design line has been enjoying great success and more and more shoppers and retailers are recognising the value of sunglasses within the market. With its popularity and position in the market we are thrilled to be doing what we can to help with the recovery alongside CDFG."

Shoppers on the Sanya Haitang Bay digital platforms can access the products via the website, while those looking for Porsche Design online at Guangzhou airport access it through a WeChat embed.