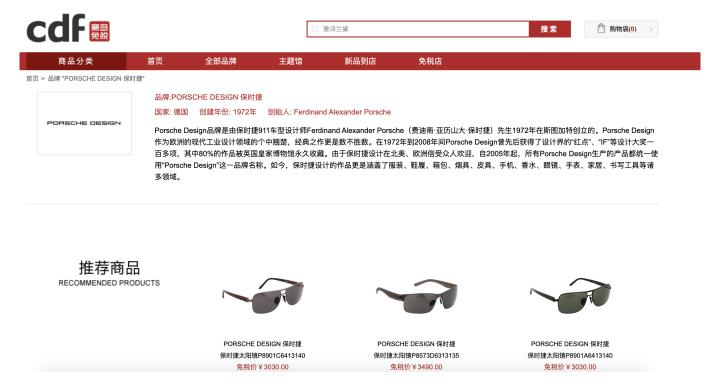
Rodenstock propels ahead with focus on ecommerce in an effort to support China Duty Free



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 paltforms can access the products via the website, while those looking for Porsche Design online at Guangzhou airport access it through a WeChat embed.