

Pernod Ricard Global Travel Retail unveils its largest Martell boutique in duty free in Hainan

[Pernod Ricard Global Travel Retail](#) (PR GTR) has unveiled the largest [Martell](#) boutique in duty free at [Haikou Moya Mall](#). It is the second Hainan boutique for Martell, the leading Prestige cognac in travel retail, opened in partnership with GDF Plaza and Alibaba Dufry Joint Venture. The 140-square-meter store immerses shoppers into the world of the iconic cognac house, modernizing and personalizing their purchasing experience.

Visitors are invited to experience virtual and real-life retail theater, including digitalized merchandising units, product personalization, VIP tasting opportunities and Martell's hero in-store shopper engagement feature, the Martell Untouchable Taste.



In partnership with GDF Plaza and Alibaba Dufry Joint Venture, the Martell boutique in Haikou Moya Mall showcases immersive and digitalised shopping for a truly interactive in-store experience

An industry-first AI-powered shopping experience, the Martell Untouchable Taste guides shoppers through the Martell range, providing personalized tasting recommendations based on their preferences. As an integrated experience, the recommendation is then shared with the Martell robot bartender, which selects and serves the shopper's recommended cognac neat, over ice, or in a cocktail.



The Martell Untouchable Taste guides shoppers through the Martell range, providing personalized tasting recommendations based on their preferences

The boutique also addresses shopper demands for personalization and unique gifts. From engraving on Martell Cordon Bleu and Martell XO, to customizing metallic stickers for Martell XXO, products can be personalized to celebrate all life moments.

Gifting remains a key purchase driver in duty free for Chinese shoppers looking to share souvenirs with friends and family to mark their travel experiences. With a gift-wrapping service also available in-store, the boutique provides a truly unique gifting opportunity. To celebrate the store opening, visitors to the store will receive a free Martell cocktail glass following a booked tasting and a tote bag with every purchase. Every digital pre-order purchase will also come with a free VIP tasting in the VIP area during July and August.



The Martell Untouchable Taste guides shoppers through the Martell range, providing personalized tasting recommendations based on their preferences

“This immersive, interactive, and personalized in-store experience truly shows that Martell is at the forefront of the new way of shopping” said Liya Zhang, Vice President of Marketing, PR GTR. “It is an honor to partner with GDF Plaza and Alibaba Dufry Joint Venture to bring this retail experience to life.”

Yuwen Lin, President GDF Plaza, said: “Hainan shoppers expect the very latest in retail experiences. We are proud to open this boutique with Martell, attract spirits lovers to our shopping centre and provide them with such exciting retail theatre.”

We’re delighted to partner with PR GTR and GDF Plaza on the largest Martell boutique in duty free. As a brand our shoppers know and love, we look forward to them experiencing the world of Martell through these interactive shopping moments,” added Yuan Xiang, General Manager, Alibaba Dufry Joint Venture.