

Rouge Duty Free opens in St. Croix

Rouge Duty Free opened a new store in St. Croix at the end of March, stating that this is reflective of “the company’s confidence of a strong future in the region.”



Rouge Duty Free’s gala opening was a red carpet event

Named Rouge Duty Free St. Croix, this 130 square-meter shop has the largest fragrance and skin care assortment on the island. Additionally, the store offers a luxurious Mont Blanc corner boutique, a Furla handbags leather corner and a spa cabin for skincare brands Valmont and Cellcosmet.

The gala opening on March 26 was a red-carpet reception attended by VIPs, socialites, influencers, and bloggers from the Island.



The new luxury store offers a Mont Blanc corner boutique, a Furla leather corner and more

Raymond Kattoura, whose company Duty Free & Travel Retail Group Inc. helps manage the business for Rouge Duty Free Retail Caribe, said: "Guests enjoyed a 'full moon Cruzan evening,' with local music, open bar, and local bites. The reception was held indoors and out, following the COVID-19 protocols in place."

Kattoura reports that the new store has been well received by the local population. "We have been extremely successful with the local markets in the Caribbean, where we have mixed luxury with lifestyle and practicality. This is what makes our stores stand out."



Raymond Kattoura, whose company manages the business, believes St. Croix is a good place to invest in the future

Kattoura says that while St Croix has been through some difficult times, the company sees growing potential on the island. “St. Croix was formerly a top luxury destination in the Caribbean, with stores featuring French and Italian fashion and brands such as Mont Blanc, Caron, and other top names lined the streets in town. Unfortunately, the island passed through a hard period due to hurricanes and other matters, and most of this was lost. The neighboring Islands took advantage of the void and grabbed the tourism and investors. But the tide is changing again. St Croix’s economy is on a fast rebound. And with the re-opening of the refinery, a surge in tourism and corporate investors, the island is heading for success one more time. Several celebrities call St Croix there home away from home including President Biden.”

This is Rouge Duty Free’s second location in the U.S. Virgin Islands, and it is the largest duty free operator on Grenada, including a location at the airport, downtown and at the Port Louis luxury mega-yacht marina

The Diffupar/Perfumerias Rouge Group, based in Argentina, currently operates a total of 53 stores throughout the Americas.