



FOR IMMEDIATE RELEASE

## DFS WINS BID FOR CHINA'S CHONGQING JIANGBEI AIRPORT FIVE-YEAR CONCESSION TO COMMENCE IN NOVEMBER 2022 FOR FASHION, WATCHES & JEWELRY IN DOMESTIC TERMINAL

**JULY 12, 2022, MAINLAND CHINA** – DFS Group, the world's leading luxury travel retailer, has successfully won a tightly-contested bid to operate the Fashion, Watches and Jewelry concession in domestic Terminal 3A at Chongqing Jiangbei Airport in China. The win was announced on July 11, 2022 by the Chongqing Jiangbei Airport Authority.

Under the terms of the five-year concession, DFS will operate 13 branded boutiques spanning 1,500 square meters in the categories of fashion, watches, jewelry and accessories.

DFS will take possession of the premises in September 2022, with operations beginning in November. DFS plans to fully unveil its offering before Chinese Lunar Year 2023 with a stellar array of 18 luxury brands, including first-time debuts at Chongqing Jiangbei Airport. These are in addition to brands already secured by the Airport including Louis Vuitton, Cartier, Gucci and Burberry, promising a truly luxurious retail experience at Terminal 3A.

“We are very pleased that we were able to win this concession in the face of stiff competition from other operators. In preparing for the bid, our teams brought to life DFS' expertise in store design, retail operations, merchandising and marketing, with a strong focus on luxury positioning. We also leveraged our deep and strong relationships with some of the best brands in the world, gained over more than six decades of operational experience in airports and downtown locations. As China's borders remain closed to international travel, providing more avenues for domestic retail has never been more critical or timely,” said Benjamin Vuchot, DFS Chairman and CEO.

“Less than two years after re-entering China with our Galleria store in Hainan Island, we are swiftly covering ground. I am delighted that we are able to find new and exciting ways to serve our Chinese customers in their home location, as part of our renewed efforts to grow our footprint in this critical market,” said Nancy Liu, President DFS China.

Chongqing is Mainland China's largest city, with a population of more than 30 million. In 2021, Chongqing Jiangbei airport was ranked fourth in China by domestic passenger volume, with over 35.8 million people passing through Terminal 3A.

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### About DFS Group

DFS Group is the world's leading luxury travel retailer. Established in Hong Kong in 1960, DFS Group continues to be a pioneer in global luxury travel retail, offering its customers a carefully curated selection of exceptional products from over 750 of the most desired brands. Its network consists of 54 duty free stores located in 13 major global airports and 23 downtown Galleria locations on four continents, as well as affiliate and resort locations. The Group is privately held and majority owned by the world's largest luxury conglomerate, Moët Hennessy Louis Vuitton (LVMH), alongside DFS co-founder and shareholder Robert Miller. DFS Group employs more than 5,000 people focused on creating inspiring omnichannel retail experiences for its customers and is headquartered in Hong Kong with offices in Australia, Cambodia, China, France, Indonesia, Italy, Japan, Macau, New Zealand, Singapore, United Arab Emirates, United States of America and Vietnam.

For more information, please visit [www.dfs.com](http://www.dfs.com).



### About T Galleria by DFS

T Galleria by DFS is the ultimate evolution of the original travel retail concept pioneered by DFS Group. The first downtown store opened in 1968 in Hong Kong, followed shortly thereafter by Honolulu and eventually expanding to 23 locations all over the world. Today, T Galleria by DFS has a presence in the United States of America, as well as across Asia, Europe, Oceania and the South Pacific regions. Linked to the notion of travel through the use of T for the Traveler, the brand stands for what customers have come to expect: an expertly curated assortment of the world's preferred luxury brands, exceptional retail environments, highly personalized services and unique experiences tailored to their specific needs as travelers. T Galleria by DFS enables travelers to realize their individual style, one journey at a time.