



DFS Group reveals spectacular Changi liquor and tobacco concept

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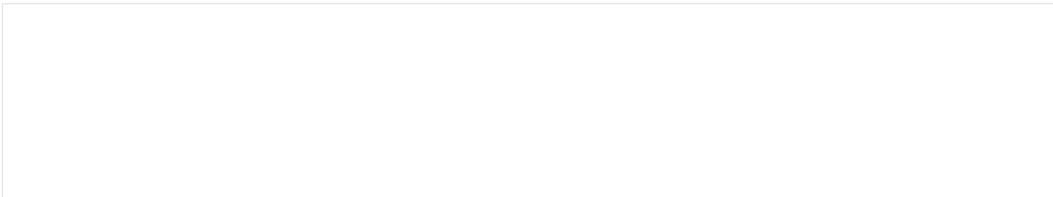
SINGAPORE. DFS Group and Changi Airport Group have revealed concepts for the liquor & tobacco business at Singapore Changi, after DFS Group secured a new six-year concession in a tender concluded in January.

DFS will deliver a cutting edge liquor & tobacco concept, spanning 7,900sq m of space across four terminals. The duplex (two-storey) retail format, a world first in an airport environment, will house what the company's say will be "one of the world's most extensive, curated selections of liquor and tobacco in any airport worldwide". Renovations across all terminals are expected to be completed in 2016.

DFS Group Chief Operating Office Michael Schriver described the store as "truly one of our most extraordinary creations" and promised to "immerse the passenger in a retail theatre as never seen before on or off the airport".

He said: "DFS and Changi set out to create a shopping destination that challenges the conventional retail concept and build a unique platform that engages the traveller in a dynamic and personalized way.

"The result of our collaboration combines futuristic design with one of the most extensive collections of wines and spirits ever offered within any retail environment, better yet an airport environment. We are delighted to continue our partnership with Changi Airport Group, and to bring our shared vision to life."



Among the highlights will be the Raffles Long Bar at Terminal 3 – a world first for the airport based on the famous hotel's well known bar. The bar in T3 will play host to regular Mix-it-Bar Events, as well as events featuring Raffles Doormen and Raffles Bartenders. Ready-to-serve products including the Singapore Sling, created at Raffles, will be available and a Raffles Gifts Shop concept will also be established in the terminal.

DFS said the stores will also feature Asia's largest assortment of single malt Scotch whisky in an airport, as well as an unrivalled selection of wine from key regions all around the world. The retailer's Reserve wine library concept will feature wine events and appearances from brand ambassadors and winemakers from leading producers.

Top vintage wines will be available through the Cellar Masters Guarantee, allowing DFS to deliver direct from chateau cellars to DFS stores worldwide and offering customers the opportunity to shop direct from cellar library stock.

DFS will also introduce its first airport exclusive member's lounge for VIP customers. New technology-based services will be offered, including self-service technology and the ability to pre-order products online or when they are departing.



Changi Airport Group Executive Vice President Commercial Lim Peck Hoon said: "The new concessions will showcase an awe-inspiring design concept that will serve to solidify Changi's position as a world-class airport and provide our travellers with an innovative and dynamic shopping environment. Together with DFS, we look forward to continuing our journey to create an unparalleled retail experience for world travellers."

The two companies noted that an efficient circular plan encourages shopper flow between retail areas in a comfortable way, while new architecture showcases products in a "visually stunning" way.

DFS Group Senior Vice President, Global Design Kevin Roche explained: "Our creative inspiration for the flagship concessions is a unique fusion between traditional and modern, as we looked to capture the dynamic, progressive city that Singapore has become, while also encapsulating its rich heritage.

"We want to create an environment that will bring a sense of curiosity and wonderment, and inspire the traveller to linger, explore and discover what Changi and Singapore have to offer."

DFS will also introduce its first-ever school of wines & spirits for its new Changi concession, Schriver told guests attending a presentation at the TFWA Asia Pacific exhibition in Singapore.