

Daniel Wellington achieves first travel retail boutique opening at Shenzhen Bao'an Airport

By **Jas Ryat** on September, 11 2018 | Fashion, Bags & Accessories



Shenzhen Bao'an International Airport Terminal 3, Shenzhen CN, plays home to a new Daniel Wellington boutique

Daniel Wellington announces the opening of a DW boutique on Sunday 9th of September in Shenzhen Bao'an Airport. This will be the first DW boutique in a travel retail location within China. The boutique joins as the third location for travel retail in APAC, joining the ranks with previously established locations in Haitang Bay, Hainan and Forest City, Malaysia.

"This location marks an important milestone for DW, as the first airport boutique location in China. As

we continue to expand in travel retail, we are committed to enhancing the customer experience through exciting locations globally. Through the form of boutiques and pop ups, customers can discover our timepieces and accessories, while enjoying unique DW moments. At our latest boutique at Shenzhen Intl Airport, fans will be able to enjoy a complimentary Daniel Wellington coffee while discovering their favorite style!" - Helen Wong, Head of Travel Retail - APAC

Opened in the duty-paid area of the newly opened Terminal 3 of the airport, customers will be able to enjoy a high-quality shopping experience in a genuine Daniel Wellington environment. They will also have access to our travel retail exclusives, without having to show a boarding pass. As a boutique location, the store will also offer the full range of Daniel Wellington products, including boutique exclusives as well as travel retail exclusive offers, offering the unique opportunity to shop the full DW assortment.

As Shenzhen is the most young-spirited city in China, as well as a top tier city, it is a key development place for our boutique sales. Recognized as an International Hub in South East China, Shenzhen airport is a key location. With high frequency business travelers and its modern terminal, it is an ideal location for the brand to reach the modern traveler, at the center of commercial zone.