

RETAIL

## DFS banks on tourist traffic with Venice opening

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*DFS' T Fondaco dei Tedeschi in Venice*

By STAFF REPORTS

LVMH-owned travel retailer DFS has opened its first store in Europe along Venice's Grand Canal.

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The 75,000-square-foot T Fondaco dei Tedeschi by DFS is designed as a one-stop shop for local and international luxury goods, including jewelry and watches, apparel and accessories, wines and spirits, beauty products, artisan creations and premium food. Duty free retail is a growth sector for the luxury industry, making this newest DFS location in a popular tourist destination a strategic move.

### Medieval makeover

DFS' department store is housed in the Fondaco dei Tedeschi, a structure dating back to the 1200s that originally served as the place for trade between Asian and European merchants.



*DFS' T Fondaco dei Tedeschi courtyard*

Architect Rem Koolhaas, along with his firm OMA, was tasked with restoring and transitioning the space into a four-floor store, while architect Jamie Fobert contributed the interior design, balancing modernity and traditional Italian aesthetics.

The ground floor holds concept boutiques for Gucci and Bottega Veneta. Also on this level are fashion accessories and jewelry along with a selection of food, wine and gifts from local artisans.

After climbing a crimson escalator, shoppers will reach the second level, which carries women's ready-to-wear, jewelry and accessories from labels including Bulgari, Fendi, Lanvin, Tiffany & Co. and Valentino.



*Inside T Fondaco dei Tedeschi*

On the next floor up is a selection of watches from brands including Hublot, Omega, Cartier and Panerai, with T Fondaco dei Tedeschi boasting the only multi-brand watch department in Venice. Watches share the floor with menswear, with labels including Salvatore Ferragamo, Burberry, Brioni and Moncler.

The third floor stocks women's shoes, including Aquazzura, Jimmy Choo and Giuseppe Zanotti. Beauty brands both Italian and international share this level, ranging from Acqua di Parma to Este Lauder.

Above the retail floors is a full level dedicated to events and exhibitions. Open to the public, this floor includes a rooftop terrace with expansive views of Venice, offering sights of the Grand Canal and the Italian Alps.



*Rooftop terrace within DFS T Fondaco dei Tedeschi*

Opening Oct. 1, T Fondaco dei Tedeschi's first exhibit will be a video installation from Fabrizio Plessi titled "Under Water."

"It is an enormous privilege for DFS to be able to make its first European foothold in Venice, the center of global trade for many centuries and now one of the most popular travel destinations in the world," said Philippe Schaus, DFS Group's chairman and CEO. "T Fondaco dei Tedeschi will be much more than a shopping venue, combining international, Italian and local products, culture and entertainment together with all the experiences of an incredible historic setting."

"Each of our downtown department stores reflects DFS' passion for travel, quality merchandise and exceptional customer service and experience," he said. "With T Fondaco dei Tedeschi, we are proud to set a new global benchmark in the world of luxury department stores and to re-establish the connection between commerce and culture in the historic heart of Venice."

Traveling Asian consumers and their penchant for duty-free shopping are shaping the future of luxury more so than any other trend, said a lead partner at McKinsey & Company during the Cond Nast International Luxury Conference April 20.

Per a McKinsey & Company survey, the luxury duty-free market has seen a 30 percent annual growth rate in the last two years, surpassing growth in the online sector. As such, 60 percent of luxury spend in international capitals, such as Paris and London, is from tourists ([see story](#)).

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