

RETAIL

## DFS reacts to growing mobile payment demand with expanded Alipay acceptance

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*DFS store in San Francisco International Airport*

By STAFF REPORTS

LVMH-owned travel retailer DFS Group's outpost in San Francisco International Airport is looking to simplify transactions with the addition of Alipay.

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Shoppers will now be able to make purchases using Alibaba's mobile payment option, a popular form of payment among Chinese consumers. DFS is becoming the first bricks-and-mortar retailer in California to adopt Alipay.

### Payment plan

DFS is working with the Alibaba Group related company Ant Financial Services Group to enable Alipay at its San Francisco location.



*DFS store in San Francisco International Airport*

San Francisco will be DFS' sixth store that accepts Alipay. This roll out follows DFS' implementation of the mobile payment solution at its T Galleria stores in Hong Kong and Singapore and its store within Hong Kong International Airport.

To give customers increased incentive to use the Alipay mobile application when buying, DFS is running a promotion, in which shoppers can get 20 percent off Origins products when they pay with the app. This will be valid through the month of November.



*Promotion for DFS' Alipay acceptance at SFO*

"DFS is thrilled to partner with Ant Financial to bring leading mobile payment system Alipay exclusively in California to DFS, San Francisco International Airport," said Mark Sullivan, managing director North America, DFS Group.

"Here at DFS, we strive each day to ensure our customers receive the world's best in customer service which means continuously innovating the shopping experience to meet their needs," he said. "With demand for mobile payment growing throughout retail, we are confident that with Alipay as our exclusive partner, customers will be delighted with this new and convenient approach to shopping with DFS."

Through Pitney Bowes' Borderfree Marketplace, retailers such as Saks Fifth Avenue and Bloomingdale's offer Chinese consumers an Alipay option at checkout. Originally launched in 2014, this allows retailers to capture online sales from Chinese consumers, allowing them to pay via a trusted platform ([see story](#)).

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