

RETAIL

DFS Group teams with Alipay to offer mobile commerce incentives

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DFS' 12.12 event was available in eight stores

By STAFF REPORTS

LVMH-owned travel retailer DFS Group is furthering its partnership with Ant Financial's Alipay by giving exclusive promotions to customers checking out with the mobile payment method.

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A series of activations at DFS stores on Dec. 9-12 for Alipay's annual 12.12 shopping holiday allowed customers to access offers such as a 10 percent discount or coupons. For shoppers who have not yet adopted Alipay, this promotion provides prime incentive to start.

Mobile payment plan

DFS Group currently offers Alipay as a payment method at eight locations worldwide. The 12.12 promotion was available at its stores in Hong Kong International Airport, New York's John F. Kennedy International Airport, Los Angeles International Airport and San Francisco International Airport, along with its T Galleria and locations in Hong Kong and Singapore.

Consumers received a 10 percent discount on select beauty and fragrance, fashion, food, wine and spirits and gifts purchases. Those using Alipay could also access exclusive offers and promotions.

At DFS' T Galleria Beauty store in Hong Kong's Causeway Bay, Alipay launched the 12.12 event with a flash mob on Dec. 10. This store was also the site of a digital heat map, which showed where consumers were using Alipay throughout Causeway Bay from Dec. 9-12.



Alipay's real-time heat map outside DFS in Hong Kong

This year, more than 110 million consumers participated in 12.12.

DFS Group's outpost in San Francisco International Airport looked to simplify transactions with the recent addition of Alipay.

Shoppers will now be able to make purchases using Alibaba's mobile payment option, a popular form of payment among Chinese consumers. With this move, DFS became the first bricks-and-mortar retailer in California to adopt Alipay ([see story](#)).

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