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DFS courts digital-savvy shoppers with cashless payments

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DFS is launching barcode payment methods in Japan. Image courtesy of InComm

By STAFF REPORTS

Travel retailer DFS is rolling out mobile payments at its Japanese stores, making it easier for consumers to complete cashless transactions.

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DFS is working with payments technology company InComm to enable barcode payment methods, opening up acceptance of services such as Alipay and WeChat Pay. While Japan has been a cash holdout, it is a key tourism destination for China's affluent travelers, who are more accustomed to mobile payments.

"At DFS, we continually seek to provide new and innovative ways to meet our traveling customers' needs," said Nicolas Villeger, managing director, Japan and Korea at DFS Group, in a statement. "This new barcode payment option will enhance the shopping experience for our digital and mobile-savvy customers in Japan."

Cashless move

This partnership with InComm spans DFS' T Galleria store in Okinawa and its airport locations in Naha and Kansai. The alliance will integrate InComm's processing technology into DFS' point of sale devices.

"T Galleria by DFS, Okinawa is a well-known luxury shopping destination, while the Naha and Kansai airports serve more than 47 million passengers every year, making these some of the busiest places in the country," said Takumaro Arai, vice president and general manager of InComm Japan, in a statement. "Partnering with DFS to expand access to the broader digital payments ecosystem will create a more convenient shopping experience for consumers travelling through these hubs of international travel."



DFS' T Galleria in Okinawa. Image credit: DFS

Today in Japan, about 80 percent of transactions are still done with cash. The government is looking to double the number of cashless payments from 20 percent to 40 percent by 2027.

LVMH-owned travel retailer DFS Group's outpost in San Francisco International Airport similarly looked to simplify transactions with the addition of Alipay in 2016.

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

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