

RETAIL

DFS Group commemorates 50 years with renovated space at SFO

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An in-store event will coincide with the 50th anniversary of DFS Group's operations at SFO. Image courtesy of DFS Group

By LUXURY DAILY NEWS SERVICE

Luxury travel retailer DFS Group is garnering excitement for the opening of its renovated boutiques at San Francisco International Airport (SFO).

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Coinciding with its 50th anniversary of operations in San Francisco, the renovated boutiques will be opened on June 1 with a special in-store event. The event will take place at the airport's Terminal G concourse with official representatives, VIP customers and local celebrities in attendance.

"DFS is honored to have served travelers to San Francisco and the Bay Area for more than five decades," said Benjamin Vuchot, CEO and chairman of **DFS Group**, in a statement. "We are delighted to show our appreciation to them by expanding our retail offering here at San Francisco International Airport to include even more luxury brands, new products, and elevated customer experiences that take airport retail to new heights."

Taking flight

Since 1972, DFS Group has served millions of consumers at SFO as the airport's only duty-free retailer.

In recent renovations, the group redid two of its flagship stores in SFO's Terminal A and G concourses.



The group's boutiques include Gucci, Burberry, Hermès and the first in-airport Saint Laurent. Image courtesy of DFS Group

The group's boutiques feature luxury brands including Gucci, Burberry, Hermès and the first in-airport Saint Laurent.

The celebratory event on June 1 will begin 50 days of celebration, spotlighting exclusive products and local connections. In-store celebrations will also have a digital component with interactive digital wine tables where consumers may play a bottle on a table and learn about that brand with information displayed on a screen.

DFS Group has also partnered with duty-free shopping app Inflyter which allows travelers to peruse and purchase duty-free items once they book their flights, providing convenience and helping save time at the airport.

Last December, DFS Group opened the largest beauty hall in its network.

DFS Group continued its investment in China with the opening of the new beauty hall. In partnership with Shenzhen Duty Free Group, DFS opened the network in the Chinese province of Hainan in a ceremony attended by representatives from Mission Hills, both groups and more ([see story](#)).

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