



dufry's asian ambition

group | rkd retail/iQ / china / india / thailand



dufry gimhae airport, busan

dufry thomasjulie opens in South Korea

Dufry is a 60 year old leading global operator of duty free retail, operating 1,400 shops in 200 locations world wide.

Eager to enter the Korean duty free market, Dufry through their relationship with local partner ThomasJulie successfully won the bid for liquor, tobacco, fashion & accessories concession at Gimhae International Airport in Pusan.



dufry thomasjulie opens in South Korea

As PUS is the first location for Dufry ThomasJulie in Korea, a leading global duty free market, the goal was to create an instantly recognizable design statement to clearly announce Dufry's arrival.

A dynamic open ceiling concept was developed to maximize the day lighting from the adjacent curtain wall of windows while the shop is fronted with dramatic full height high resolution video pylons that will animate the entire concourse with the latest global brand marketing campaigns.

To help emphasize Pusan locale positioning as a regional resort destination, a light and airy color and material palette was developed with backlit panels to contrast against the grey of the terminal design.



dufry kinmen island, Taiwan



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Responding to a unique strategic business opportunity, the leading duty free operator, Dufry partnered with Wind Lion Plaza to develop and operate the largest downtown duty free store on Kinmen Island.

With its particularly strategic location and proximity to mainland china via a 30 minute ferry ride, Kinmen Island is accessible for an immediate catchment of 3.5 million people in the city Xiamen and another 50 million people in the Haixi economic zone.