

Premium wines, champagnes,
sakes for every occasion,
every unforgettable celebration.

TAX AND DUTY-ABSORBED, NOW FOR EVERYONE.



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Changi Airport Group and DFS Group launch new online shopping service [iShopChangiWines.com](https://www.ishopchangiwines.com) for non-travellers

Customers can choose from a wide selection of premium wines, champagnes and sakes at tax and duty-absorbed prices

Singapore, July 30 2019 – Changi Airport Group and DFS Group today announced the launch of **iShopChangiWines.com** - Singapore's first online luxury e-commerce platform offering duty and Goods and Services Tax (GST)-absorbed priced premium wines, champagnes and sakes - all available at your fingertips. Now consumers can purchase tax and duty-absorbed wines,

champagnes and sakes even if they are not travelling!

With the new service, consumers will also get to pick from a wide selection of premium wines, champagnes and sakes, from over 140 quality products from some of the world's most sought-after brands, as well as DFS travel exclusives. Consumers can purchase up to 30 liters (equivalent to ~40 bottles) of tax and duty-absorbed wines, champagnes and sakes a day.

“The launch of the new iShopChangiWines e-shopping site marks Changi Airport latest move in making duty-free shopping accessible to consumers even if they do not have a boarding pass to fly. Not only do they get to pick from the wide selection of premium products specially curated by DFS, they will also enjoy the privileges presented by iShopChangi and Changi Rewards, the airport’s loyalty rewards programme,” said Teo Chew Hoon, Group Senior Vice President, Airside Concessions at Changi Airport Group.

“At DFS, we recognize that our consumers’ needs and shopping behavior continue to evolve and we are always seeking new ways to satisfy them. The launch of iShopChangiWines.com is a significant milestone for DFS at Changi Airport as we bring our standards of quality and value, with added convenience to consumers.” said Prashant Mahboobani, DFS Group General Manager, Singapore.

Launch Campaign

The new website and service kicks off with a series of exciting on-ground activations around Singapore through a novel pre-teaser campaign titled **#BestKeptSecretSG** to spark curiosity. The campaign kicked off with a branded truck carrying empty wine bottles traveling around Singapore.

Members of the public are encouraged to capture a photo of the truck and upload it on social media along with the hashtag: #BestKeptSecretSG. They can also participate in an ongoing contest on www.bestkeptsecret.sg to guess the number of empty wine bottles housed in the truck. Participants with the closest guess will win travel vouchers worth over S\$2,500. The contest is open to all Singapore residents, above 18 years old, until August 8.

Explore a world of lifestyle rewards and experiences

In conjunction with the launch of the new shopping site, from August 6 to August 8, DFS brings together a host of exclusive rewards and experiences worth over \$35,000 from AMEX Cards, Base Entertainment Asia, Ikeda Spa Prestige, KOMA Singapore, Majestic Fast Ferry, MARQUEE, One Faber Group, Ranoh Island and The Fullerton Hotel to value-add to your purchase.

Consumers can unlock a line-up of exciting lifestyle, entertainment and food and beverage experiences. Simply spend a minimum of S\$180 in a single transaction and stand a chance to win the prizes. Exclusive to AMEX members, you will get to win a curated set of prizes in addition to the public prizes.

Date/Day	Public prizes	Exclusive for AMEX members
Day 1 (August 6, Tuesday)	Five pairs of tickets to the Aladdin Musical and meet and greet the cast Three pairs of Ikeda Spa Prestige vouchers Three pairs of VIP ferry passes and a two-day one-night stay in a villa at Ranoh Island, Sponsored by Majestic Fast Ferry and Ranoh Island	Four pairs of tickets to the Aladdin Musical and meet and greet the cast Dinner dining experience for two at Oscar's, sponsored by Amex Cards
Day 2 (August 7, Wednesday)	Five pairs of tickets to MARQUEE Nightclub and meet and greet international DJ Allen Walker, Sponsored by Marquee Five pairs of tickets to the Aladdin Musical with VIP seats and premiums One pair of ticket to cable car dining experience for two	Four pairs of tickets to Cats The Musical and meet and greet the cast Dinner dining experience for two at Oscar's sponsored by Amex Cards
Day 3 (August 8, Thursday)	Five pairs of tickets to Cats The Musical and meet and greet the cast Five pairs of Fullerton Hotel vouchers worth \$400 One pair of ticket to Elevated dining experience for two at KOMA	Four pairs of tickets to Ikeda Spa Prestige Vouchers Brunch dining experience for two at Oscar's sponsored by Amex Cards

Shopping on iShopChangiWines.com

Focusing on giving consumers a user-friendly experience, iShopChangiWines.com provides a simple, hassle-free shopping experience. On the home page, consumers can view all the categories of wines and spirits at one glance - ranging from top sellers to red, white, dessert/sweet wine, champagne and sparkling wine, and sake. To purchase, shoppers simply click to add the items into their cart, check out and proceed to make payment.

Aimed at providing a one-stop service, the platform also provides professional advice and guidance from the expertise of DFS' in-house wine connoisseur. It guides consumers along their online shopping experience and provides recommendations customized to their tastes. Consumers can also earn and accumulate reward points with both Changi Airport's Changi Rewards and DFS' membership program, LOYAL T.

Consumers who spend above S\$150 will enjoy complimentary delivery to their desired location within the time slots offered, while those who spend below S\$150 have the choice to cash-and-carry their purchases from Changi Airport Terminal 3, Level 1 (Arrival Hall).

Address

✉ Singapore Changi Airport Terminal 3
Arrivals Public Area
65 Airport Boulevard
Singapore 819663

You can enjoy a glass in style at anytime, from anywhere. Visit www.ishopchangiwines.com to start shopping!

Please refer to Annex A for a list of product exclusives on iShopChangiWines.com and Annex B for frequently asked questions.

iShopChangiWines.com' Brand Identity

Along with the launch of the website, CAG and DFS also unveiled a new brand logo.

The logo takes on a minimalist chic layout using a clean, sharp font type. The arc represents a horizon or bridging the gap between people and wines. The tagline 'Duty-absorbed, Now For Everyone' further illustrates that with the launch of this new website, DFS is not just the world's leading luxury travel retailer but also reaching out to everyone at tax and duty-absorbed prices.

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG) (www.changiairportgroup.com) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

The world's seventh busiest airport for international traffic, Changi Airport managed a record 65.6 million passenger movements in 2018. The airport's latest gem, Jewel Changi Airport, opened in April 2019 and now attracts millions of visitors every month. Including Jewel, Changi Airport's retail and dining offerings total more than 500 stores and over 260 F&B outlets. With over 100 airlines connecting Singapore to 380 cities worldwide, Changi Airport handles about 7,400 flights every week, or about one every 80 seconds.