



**NICOLAS VILLEGER**  
**MANAGING DIRECTOR, JAPAN & KOREA**  
**DFS GROUP, Ltd**

DFS (LVMH group) is the world's leading luxury retailer catering to the traveling public. DFS has been operating in Japan since the creation of its first local marketing office in 1979. Since then, we have evolved from being the first company serving the Japanese customers traveling internationally to become the favorite destinations for luxury shopping in the country. Our first Duty-Free store opened in 1992 at Narita Airport. Today we continue our expansion with locations in Okinawa, Kansai Airport, Narita and Haneda (thru our Joint-Venture with JAL). In Okinawa, DFS operates the largest downtown Duty-Free store in Japan at T-Galleria Naha,

5,000sqm2 of retail space and more than 140 brands. DFS is the only foreign operator to directly own a Japanese Duty-Free license

In November 2017, Nicolas Villegger joined the LVMH Group and is the Managing Director, Japan and Korea for DFS Group Limited, based in Tokyo, supervising existing all local business operations, as well as planning the domestic strategic expansion of the Travel Retail Group.

Nicolas Villegger has 20 years of retail experience in Asia, in the premium/luxury goods industry and has lived in Tokyo since 1996, with two relocations in Seoul and Singapore for a total of 3 years. After successive General Management positions of increasing responsibility in International Cosmetics Group like Shiseido and Estee Lauder, and Fashion Accessories; Nicolas joined Coach -the American leading fashion and leather accessory brand- in October 2010. Until 2013 he was in charge of expanding the Asia direct operations footprint of the Brand, taking over the respective distribution agreement, in Singapore, Malaysia, and then Korea. Between 2013 and December 2015, he looked after the largest international region of the Brand, as President & CEO of Coach Asia; based in Tokyo, supervising Japan, Korea (domestic and travel retail), South East Asia and Taiwan markets with a top line accountability of \$850Mio. In December 2015, he was hired by Elon Musk to supervise the Tesla business in Japan and launch the brand in Korea.