



FOR IMMEDIATE RELEASE

DFS PARTNERS WITH XOXOGOODBOY ON EXCLUSIVE LAUNCH IN AUSTRALIA

USHERING IN A NEW ERA OF TRENDY LUXURY PRODUCTS AT T GALLERIA BY DFS, SYDNEY

JUNE 24, 2022, SYDNEY, AUSTRALIA – DFS Group, the world’s leading luxury travel retailer, has partnered with luxury clothing brand XOXOGOODBOY on their exclusive Australia launch at T Galleria by DFS, Sydney. Ahead of the boutique’s official opening on June 26, over 200 VIPs, customers, trend and fashion KOLs attended a launch party on June 23.

Founded by Jinkoo Lee in Seoul in 2018, XOXOGOODBOY was created with the intention of providing customers with everyday clothing made with unexpected, high-quality details. Adored by Korean and Chinese celebrities alike, Lee’s experimental use of color and fabrics reflect a high energy attitude and are the design focus of all XOXOGOODBOY items. Whether through stripe contrast, color block splicing or gradient smearing, consumers can expect a highly integrated, visually balanced and comfortable wearable item.

“The entry of XOXOGOODBOY brings new vitality to T Galleria by DFS, Sydney and attracts a younger generation of consumers with its unique and trendy designs,” said Prashant Mahboobani, Vice President Retail Operations Oceania, DFS Group. “We are pleased to be the exclusive retailer to launch XOXOGOODBOY in Australia and are committed to providing our customers with more of the latest, on-trend brands for an unforgettable in-store experience.”

From June 26, visitors to the boutique are eligible to receive exclusive gifts and promotions in celebration of the launch.*

**Terms and conditions apply. Please visit the store for more details.*

Download high resolution images [here](#).

FOR FURTHER INFORMATION, PLEASE CONTACT
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About DFS Group

DFS Group is the world's leading luxury travel retailer. Established in Hong Kong in 1960, DFS Group continues to be a pioneer in global luxury travel retail, offering its customers a carefully curated selection of exceptional products from over 750 of the most desired brands. Its network consists of 54 duty free stores located in 13 major global airports and 23 downtown Galleria locations on four continents, as well as affiliate and resort locations. The Group is privately held and majority owned by the world's largest luxury conglomerate, Moët Hennessy Louis Vuitton (LVMH), alongside DFS co-founder and shareholder Robert Miller. DFS Group employs more than 5,000 people focused on creating inspiring omnichannel retail experiences for its customers and is headquartered in Hong Kong with offices in Australia, Cambodia, China, France, Indonesia, Italy, Japan, Macau, New Zealand, Singapore, United Arab Emirates, United States of America and Vietnam.

For more information, please visit www.dfs.com.



About T Galleria by DFS

T Galleria by DFS is the ultimate evolution of the original travel retail concept pioneered by DFS Group. The first downtown store opened in 1968 in Hong Kong, followed shortly thereafter by Honolulu and eventually expanding to 23 locations all over the world. Today, T Galleria by DFS has a presence in the United States of America, as well as across Asia, Europe, Oceania and the South Pacific regions. Linked to the notion of travel through the use of T for the Traveler, the brand stands for what customers have come to expect: an expertly curated assortment of the world's preferred luxury brands, exceptional retail environments, highly personalized services and unique experiences tailored to their specific needs as travelers. T Galleria by DFS enables travelers to realize their individual style, one journey at a time.