



FOR IMMEDIATE RELEASE

DFS CELEBRATES OPENING OF T GALLERIA BY DFS, QUEENSTOWN

**INVITING VISITORS TO LIVE VIBRANTLY AND DISCOVER THE ULTIMATE
LUXURY SHOPPING EXPERIENCE IN THE ADVENTURE CAPITAL**

OCTOBER 31, 2022, QUEENSTOWN, NEW ZEALAND – After months of tantalizing anticipation, DFS Group, the world’s leading luxury travel retailer, has opened its newest T Galleria by DFS store in the heart of Queenstown, New Zealand. In celebration, brand and media partners, social media influencers and VIP guests joined DFS for a preview event to discover the ultimate luxury shopping experience in the adventure capital – complete with store tours, live performances, in-store activations, and a flash mob fashion show.

The stunning two-level store then officially opened on Saturday with shoppers being treated to a raft of exciting opening-weekend activity including watching local artist, Jessica Winchcombe, create a custom abstract artwork live in store that customers were able to bid on – with all proceeds going to Sustainable Queenstown.

DFS also announced a partnership with world-renowned designer Karen Gee, who is known for her desirable made-to-measure designs. The Australian designer crafts garments of exceptional quality and structure, using premium fabrics and couture techniques for women to invest in pieces that look great, feel incredible and last forever. Powered by tRetail Labs, DFS customers visiting T Galleria by DFS, Queenstown are able to book a session with Karen to create a stunning bespoke piece.

T Galleria by DFS is Queenstown’s first and only luxury emporium, boasting over 120 international and premium local New Zealand brands, nearly 40 of which are exclusively available at T Galleria by DFS, Queenstown. The new store is located across 1,800 square meters of the newly refurbished O’Connells complex and features fashion brands such as Chloe, Stella McCartney and Kenzo; beauty from Dior, Estée Lauder, Lancôme, Tom Ford, La Prairie, Clarins and Gucci; as well as a range of watches, wine, food and gifts from Cloudy Bay, Steens Honey and Breitling with additional brands and concepts to be added to the store leading up to an even more dazzling grand opening event in March.

T Galleria by DFS, Queenstown also marks the first store in DFS’ new “Resort Galleria” concept which is being introduced to its global store portfolio. Casually sophisticated and inviting, the Resort Gallerias will showcase curated assortments of the best international and local brands. In Queenstown, the store encourages visitors to live vibrantly, with its open and airy design boasting an informal yet elegant feel created from natural and sustainable locally sourced materials and featuring iconic New Zealand motifs.

“Opening in Queenstown heralds a number of ‘firsts’ for DFS – our first store in this exciting location, the first luxury offering in Queenstown and the largest in the South Island, our first Resort Galleria concept. We cannot wait to welcome visitors and local residents alike to our new store, and to make them feel at home with us,” said Prashant Mahboobani, Vice President Retail Operations Oceania, DFS Group.

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 55 duty free stores located in 13 major global airports and 24 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 24 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.