



FOR IMMEDIATE RELEASE

DFS LAUNCHES 2022 “GIVE JOY” HOLIDAY CAMPAIGN
CELEBRATE THE MOST WONDERFUL TIME OF THE YEAR THROUGH GRAND GESTURES OF GRATITUDE AND GIFTING



GIVE JOY
THE HOLIDAYS MUST GO ON



ALWAYS ENVISIONING THE NEXT DESTINATION

13 AIRPORTS AND 23 GALLERIAS GLOBALLY
OPENING SOON: BRISBANE (2023)

DFS.COM

NOVEMBER 3, 2022, GLOBAL – DFS Group, the world’s leading luxury travel retailer, has launched its annual “Give Joy: The Holidays Must Go On” campaign to celebrate the most wonderful time of the year through grand gestures of gratitude and perfect gift ideas. And from now through December 31, customers can discover the wonders of the holiday season at participating DFS stores worldwide and online at [DFS.com](https://www.dfs.com).

With an exciting array of products available across DFS’ luxury pillars, including Beauty and Fragrances, Fashion, Food and Gifts, Watches and Jewelry and Wines and Spirits, shoppers can find the perfect gift for everyone on their list of lucky recipients, with the help of DFS’ specially curated gift guides. Rejoice in the holiday season with the ‘Holiday Extravaganza’ edit featuring an uplifting luxury curation of all things merry and bright from the top brands in luxury fashion, beauty, and watches and jewelry. Shower your loved ones with thoughtful gifts using the ‘Art of Gifting’ ideas that combine your creativity with DFS’ expertise and savoir-faire. And be sure to reset your post-party beauty and wellness routine with an abundance of gorgeous glow and stunning sparkles using the ‘Self-Love Encore’ collection of skincare, fragrance, wellness, home and lifestyle products.

Staying true to the spirit of gifting, DFS is celebrating its LOYAL T members from November 1 to 20 with bonus points rewards and member-exclusive offers for early holiday shopping. Exciting brand offers from Clarins, Giorgio Armani and others are also exclusively available for LOYAL T members in participating locations worldwide.*

“This holiday season we invite our friends to celebrate the most wonderful time of the year with us, through grand gestures of gratitude and perfect gift ideas for loved ones near and far,” said Long Chiu, Executive Vice President Digital Ventures and Marketing. “There is something for everyone in this festive collection, inspiring every gift-giver with joyful moments and every recipient with delightful memories.”

In every DFS store around the world, a variety of delightful in-store activations will count down the holidays - including tree-lighting ceremonies, live music and dance performances, festive photo opportunities and workshops, and much, much more. In addition, on reaching a designated spending amount, customers can receive a DFS Holiday Limited-Edition Travel Pouch, with selected stores also offering the Try & Love experience where customers can trial and learn about the latest beauty products before purchasing.**

**Offers are available for a limited time and subject to availability. Please visit the store for more details.*

***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.