



**FOR IMMEDIATE RELEASE**

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**DFS' MASTERS OF TIME 2023 TO IGNITE THE MOMENT WITH MOST EXCLUSIVE AND LARGEST SHOWCASE OF HAUTE HORLOGERIE AND FINE JEWELRY IN MACAU**



- DFS' Masters of Time unveils the world's finest timepieces and jewelry featuring over 300 masterpieces from more than 45 globally renowned prestigious houses, including nine new joiners, making it the largest and most exclusive showcase of haute horlogerie and fine jewelry ever displayed in Macau.
- Masters of Time offers a luxury retail-tainment experience through one-of-a-kind immersive programming. Distinguished guests are invited to an array of bespoke masterclass experiences led by esteemed brand ambassadors, unlocking a more intimate understanding of different maisons' heritage and exceptional craftsmanship.
- Leveraging its partnerships with Shoppes at Four Seasons and Empress Company, American Express' joint venture in China, DFS continues to strengthen its leadership in Macau's luxury market by transforming the city into a global hub for horology and jewelry events.

(Macau, China) DFS Group, the world's leading luxury travel retailer, presents the 14<sup>th</sup> edition of its flagship Masters of Time event with the theme "**Ignite The Moment**", in partnership with Shoppes at Four Seasons and Express Company, American Express' joint venture in China from 24 November 2023 to 29 February 2024 at T Galleria by DFS, Macau, Shoppes at Four Seasons.

The annual event sets the benchmark for curating the most exclusive and largest portfolio of timepieces and fine jewelry to date ever displayed in Macau in a single location, offering over 300 masterpieces including limited edition pieces from more than 45 prestigious houses, and nine new partners.

Since its inception in 2008, Masters of Time has become one of the most anticipated haute horlogerie and fine jewelry events in the world. Bringing together distinguished industry experts, enthusiasts, VIP customers and high-end consumers at T Galleria by DFS, Macau, Shoppes at Four Seasons.



### Gaining Insight into the Artistry through Masterclasses

Distinguished guests were treated to exclusive, in-person masterclasses led by esteemed brand ambassadors from Girard Perregaux, Bovet, Messika, Panerai, Hublot, Ulysse Nardin, Damiani, Garrard and Vianney Halter. Guests also had an opportunity to attend private workshops unveiling the intricate details of watchmaking techniques and to experience whiskies from different distilleries in Scotland. Additional salons spotlighted sustainability initiatives through bespoke demonstrations and personalized journeys amid curated private displays. Through the lively conversations and illuminating presentations, attendees gained a higher appreciation of the meticulous artistry behind the treasured creations presented.



Photo 1: [From left to right] Yamin Zhu, Chief Executive Officer of Express Company, American Express' joint venture in China, Johan Pretorius, President, Hong Kong and Macau, DFS Group, and Timothy Jones, Senior Vice President of Retail, Sands China Ltd. at the Press and KOLs' Welcome Dinner of Masters of Time on 1 December 2023 ([Download high resolution images](#))

### Continuing a Legacy of Luxury Showcases with the Power of Partnership

At Masters of Time 2023, leaders from DFS Group, Sands China Ltd, and Express Company, American Express' Joint Venture in China spoke about the continued success and growth of this flagship luxury event through their collaborative partnerships.

"It is my great honor to represent DFS and be a part of the continued success of this flagship event in its 14<sup>th</sup> edition of legacy," said Johan Pretorius, President, Hong Kong and Macau, DFS. "DFS is thrilled to have the supportive partnerships of Shoppes at Four Seasons and Express Company to jointly present this momentous showcase of gleaming and extremely precious timepieces and jewelry to our most distinguished guests. DFS is dedicated to being the unrivaled luxury travel retailer who prides ourselves in having the indisputable authority and pull when it comes to curating one of the most desirable collections of fine watches and jewelries. With exclusive high-end events like Masters of Time, there's no doubt that we are confident in providing the best luxury retail experiences to our customers in Macau."

"Shoppes at Four Seasons, home to the most coveted luxury brands in Macao, has been the host partner of the prestigious Masters of Time since the beginning. This year, our support was greatly increased and we are honoured to have played such a key role in what is now one of the world's foremost luxury timepieces and jewelry events. We look forward to creating more bespoke experiences as well as premium privileges for luxury shopping for our customers," said Timothy Jones, Senior Vice President of Retail, Sands China Ltd.



Yamin Zhu, CEO of Express Company, American Express' joint venture in China, said, "American Express Cardmembers always look for extraordinary experiences. We are dedicated to creating new values and providing money-cannot-buy experiences to our Cardmembers in China through partnering with leading brands in a variety of industries. The signature Masters of Time event is part of our extensive partnership with DFS which can provide our mutual customers with superior products, services and experience."

### Revealing Rare Creations from Leaders in Haute Horlogerie and Fine Jewelry

This year's Masters of Time presented some of the most exclusive works from luxury watchmaking's most renowned independent artists. Vianney Halter personally unveiled just five of his singular timepieces, each a testament to his avant-garde ingenuity and mastery of mechanics. H. Moser & Cie also displayed their latest innovations, incorporating the blackest material for a mystical illusion on the wrist.



Photo 2a: Horological pioneer Vianney Halter presents one of the exclusive timepieces from his collection, Deep Space Tourbillon, unveiled at this year's Masters of Time showcase. ([Download high resolution images](#))



Photo 2b: A closer look at Vianney Halter's Deep Space Tourbillon, showcased at this year's Masters of Time. ([Download high resolution images](#))



Guests were further treated to some of Switzerland's finest mechanized rarities as Andersen Geneve shared their most intricate automata. Created alongside fellow inventor Konstantin Chaykin, a miniscule series of 20 pieces reimagined watchmaking's boundaries through an singular 18k technical tour de force. Meanwhile, HYT showcased its latest liquid timekeeping novelty, the Moon Runner, implementing its revolutionary approach where "time's flow and context is captured as opposed to an isolated moment." Girard Perregaux also presented the Neo Constant Escapement, a mechanism delivering remarkable rate stability irrespective of available energy. Seven Friday unveiled a capsule of three unique 3D printed watches, specifically designed for the prestigious Masters of Time event.



Photo 3: A close-up view of Automaton JOKER, one of the limited 20-piece series created by Andersen Geneve and Konstantin Chaykin, blending fine watchmaking traditions with technical invention. ([Download high resolution images](#))

Rarities also emerged from Graff's collection of the earth's most exclusive gemstones, imbued with generations of discernment in every unique selection. Additionally, works from venerable French jeweler Vever and London-based pearl specialists Yoko London were featured. Vever brought its 200 years of artisanal knowledge in pioneering the Art Nouveau movement. Yoko London celebrated its 50<sup>th</sup> anniversary by demonstrating how pearl designs can be both classical and modern through dramatic redefinitions of the gem. The showcase brought together innovations so distinctive, attendees witnessed the illustrious future of luxury watchmaking and fine jewelry's most restricted masterworks.



Photo 4: Centered around “shine to unveil your igniting moments”, the Masters of Time exhibition space ignites instant moments with energy and enthusiasm. The installation features an S-shaped water-flow design in alluring blue and silver hues to symbolize the dynamic flow of time. It diligently manifests a great variety of sophisticated masterpieces to unveil attendees’ passion for watches and jewelries as they shine along their journey through an array of interactive, intimate and exclusive surprising moments and engaging experiences. ([Download high resolution image](#))

### Unlocking Exclusive Privileges with DFS

The 14<sup>th</sup> Masters of Time collection is exhibited for public viewing and available for purchase from now until 29 February 2024 at T Galleria by DFS, Macau, Shoppes at Four Seasons. Be among the first to preview the most exclusive and largest portfolio of haute horlogerie and fine jewelry ever displayed in Macau to date. Get inspired by our luxury retail-tainment vision that continuously pushes boundaries to inspire a new generation of discerning travelers.

Stay connected with DFS for access to the world’s finest timepieces and jewelry. Unlock exclusive privileges when you join DFS CIRCLE and begin your personal luxury adventure exploring what promises to be our most superb showcase yet. DFS looks forward to guiding you on this new discovery journey, where your brilliant experience of the Masters of Time collection is just the beginning.

Learn more about Masters of Time [here](#).

### FOR FURTHER INFORMATION, PLEASE CONTACT:

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## DFS: Your Personal Guide To The World Of Luxury



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 over 44 stores located in 15 major global airports and 21 downtown locations on 4 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 6,000 people focused on creating inspiring omnichannel retail experiences for its customers and is headquartered in Hong Kong SAR with offices in Australia, China, France, Indonesia, Italy, Japan, Macau SAR, New Zealand, Singapore, United Arab Emirates, United States of America and Vietnam. For more information, please visit [www.dfs.com](http://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 21 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.

## About Shoppes at Four Seasons



Shoppes at Four Seasons at The Plaza™ Macao personifies the bespoke elegance of the Four Seasons Macao and is Macao's first luxury mall, home to more than 150 luxury and designer brands, including Bottega Veneta, Cartier, Chanel, Christian Louboutin, Dior, Gucci, Hermès, Louis Vuitton, Saint Laurent and Versace. Shoppes at Four Seasons also includes a comprehensive range of beauty products and fragrances, fashion, accessories, watches and jewellery at T Galleria by DFS, featuring over 130 international brands.

Shoppes at Four Seasons is interconnected with Shoppes at Venetian, Shoppes at Parisian and Shoppes at Londoner. In total there are approximately 850 duty-free retail choices for visitors to enjoy.

For more information, please visit [theplazamacao.com/shopping.html](http://theplazamacao.com/shopping.html)

## About American Express



American Express is a globally integrated payments company, providing customers with access to products, insights and experiences that enrich lives and build business success. In June 2020, American Express' joint venture in China received approval from the People's Bank of China for a bank card clearing license, marking American Express the first foreign payments network licensed to clear renminbi transactions in China.

Since its inception, the joint venture has established partnerships with more than 20 major Chinese banks to issue more than 100 American Express-branded renminbi credit cards and debit cards, achieved mobile payment parity coverage through partnerships with six popular mobile wallet operators and joined hands with more than 20 leading acquiring banks and non-banking payments institutions to expand the domestic coverage for American Express-branded products to millions of merchants.