



## FOR IMMEDIATE RELEASE

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# DFS INTRODUCES “BEAUTY COLLECTIVE” CONCEPT TO ENHANCE PERSONALIZED RETAIL EXPERIENCES



- DFS has elevated its beauty shopping experience with the debut of its "Beauty Collective" concept at T Galleria Beauty by DFS, Hong Kong, Causeway Bay at Hysan Place. Introducing 24 new brands across the lifestyle, skincare, haircare and technology pillars, customers are invited to discover the DFS edit of coveted beauty brands and cult favorites, inspiring all round wellness through convenient curated one-stop holistic offerings.
- In addition to enhancing beauty seekers' retail shopping experiences, DFS has implemented new bespoke interactive and personalized consultations, including skin and hair analysis, tailored regimen recommendations and hands-on beauty trial in-store.
- Along with the launch of the “Beauty Collective” concept at the Hysan Place store, T Galleria Beauty by DFS at Canton Road has ushered in an enchanting new fragrance lineup with the debut of six distinguished perfume maisons, offering customers a one-stop fragrance shopping experience with more than 40 luxury and artisanal fragrance brands.

(Hong Kong, China) DFS Group, the world's leading luxury travel retailer, celebrated the start of 2024 by showcasing its leadership in beauty and fragrance curation with the launch of an innovative “**Beauty Collective**” concept in Hong Kong, China.

Responding to evolving customer expectations in retail shopping, DFS has recently transformed the T Galleria Beauty by DFS, Hong Kong, Causeway Bay at Hysan Place by introducing the novel Beauty Collective concept. The concept focuses on the unique curation of brands across lifestyle, skincare, haircare, and technology pillars that are not widely available yet in Hong Kong, cultivating a one-stop tailored journey for beauty shoppers to immerse themselves at the revamped Hysan store.

DFS GROUP

15/F, ONE TAIKOO PLACE, 979 KING'S ROAD, QUARRY BAY, HONG KONG  
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24 leading brands have been added to the impressive lineup at the Hysan Place store, including Aman Essentials, ARgENTUM, AXXZIA, Bachca, Barneys New York, BIOEFFECT, BORGHESE, Cellcosmet, Christophe Robin, Davines, EVE LOM, Farmacy, FEKKAI, GEMO, Hair Rituel by Sisley, Lazartigue, LEONOR GREYL, MALIN+GOETZ, OMG, Perricone MD, PHYTO, Roll On Jade, Supergoop! and Ulike, with many more to come soon.

Amael Blain, Global Senior Vice President, Beauty at DFS Group Limited, said, "At DFS, innovation is at the heart of how we stay devoted to delivering luxury without boundaries. With the launch of our Beauty Collective concept, we are able to offer a unique customer experience and a wide choice of brands that can only be found at DFS. It is an exciting moment in our journey as we continue redefining the shopping experience for our beauty customers."

### **Tailored Experiences and Personalized Consultations Take Immersive Shopping Experience to New Heights**

Beyond the exciting brand and product offerings, the Beauty Collective concept also brings an immersive experience for customers, so they can spend time exploring new brands alongside the latest skincare and beauty trends and embark on a bespoke luxury adventure at DFS. The recently upgraded Hysan Place store is specially designed to curate a relaxed and welcoming ambience for customers to indulge in their beauty shopping journey. Bespoke interactive and personalized experiences are available for customers to explore new beauty trends through one-on-one consultations, skin and hair analysis, tailored regimen recommendations based on individual needs, as well as hands-on trial to discover the exciting mix of trending products and beloved luxury brands.

To celebrate the launch, Hair Rituel by Sisley will be providing hair and scalp analysis to customers, and they will receive a complimentary tester after consultation, based on their test results. Cellcosmet also has the offer of receiving a 200ml Gentle Cream Cleanser (value at HK\$939) and a complimentary hand massage upon purchase of HK\$900 or more, while stocks last.

DFS is also delighted to welcome the award-winning Elephant Grounds café at the Hysan Place store. Renowned for its signature beverages and Asian cuisine, the newly opened Elephant Grounds café provides a relaxed environment for customers to recharge and socialize during their Beauty Collective journey.

### **Enchanting new fragrance lineup at T Galleria Beauty by DFS, Canton Road**

To echo the Beauty Collective concept and enhance the retail shopping experience of beauty seekers, DFS has also unveiled an immersive new fragrance shopping experience at Galleria Beauty by DFS, Canton Road in Tsim Sha Tsui by introducing enchanting artisanal fragrances and enticing offers.

From iconic classic perfumes to artisanal fragrances with unique stories and heritage, there are a host of treasures to discover at DFS. The Canton Road store curates an incredible perfume collection that offers customers a one-stop fragrance shopping experience with more than 40 luxury and artisanal fragrance brands. Building on the existing strong lineup of fragrance brands, DFS has introduced artisan brands including Acqua di Parma, Maison Francis Kurkdjian, Maison Margiela, Penhaligon's, Santa Maria Novella and Trudon, to create an engrossing fragrance journey for customers to embark on.

To celebrate the arrival of the new fragrance brands at the DFS Canton Road Store, customers will receive a free gift upon purchase of selected brands while stock lasts. In addition, customers can enjoy a complimentary 15-minute Fragrance Experience (valued at HK\$200) upon spending HK\$2,000 on any beauty products<sup>1</sup> from now until 31 January 2024.

#### **For more details, please contact:**

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<sup>1</sup> terms and conditions apply.



### **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.