



**FOR IMMEDIATE RELEASE**

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## **DFS and China Southern Airlines Take Members Loyalty Programs to New Heights with Landmark Partnership**

DFS successfully launches an innovative Member Benefits Exchange Program in collaboration with China Southern Airlines, one of Asia's largest and most networked airlines



- The first reciprocal Members Benefit Exchange Program between a luxury travel retailer and Mainland Chinese airline, bringing DFS and China Southern Airlines loyalty program members a suite of exclusive benefits to be enjoyed globally from ground to sky.
- China Southern Airlines and DFS loyalty program members enjoy privileged access to a host of reciprocal benefits and rewards, traveling seamlessly with the aid of in-store and airport lounge access while indulging in-flight service offers and exclusive gifts at 14 global locations.

(Hong Kong, China) DFS Group, the world's leading luxury travel retailer, partners with China Southern Airlines (CSA) to create a landmark collaboration between a luxury travel retailer and Mainland Chinese airline. The one-of-a-kind program allows members of DFS' award winning DFS CIRCLE loyalty program and CSA'



frequent flyer program, Sky Pearl Club, to indulge in generous travel shopping rewards while enjoying VIP benefits that make the travel journey seamless from ground to sky.

DFS CIRCLE's Ambassador, Diamond and Platinum tier members can wait for flights in quiet comfort with access to CSA Mainland China airport lounges provided free of charge or at a preferential rate; members enjoy discounted seat selection and extra baggage allowances to make an already indulgent travel experience even more hassle-free.

After signing up as DFS CIRCLE members, Sky Pearl Club Platinum members will be offered reciprocal access to DFS' in-store Prestige Lounges, DFS' exclusive shopping havens for top-tier members. Additionally, Sky Pearl Club members of all tiers simply need to present their CSA boarding passes to access a generous world of DFS CIRCLE shopping privileges: instant rebates, gifts-with-purchase and complimentary services when shopping at select DFS stores globally.

"We are embarking on an extraordinary partnership with the airline industry, redefining the luxury travel experience for discerning travelers," said Roger Qiu, Vice President of Partnership and Travel Trade Marketing at DFS Group. "DFS is committed to providing unparalleled, personalized service to our customers every step of the way. By integrating every aspect of the journey, from flight booking and lounge services, to airport and downtown shopping, we aim to create seamless and opulent retail and travel experiences that add exceptional value to our customers and partners."

This partnership commences imminently, with all customers invited to join DFS CIRCLE before May 31, 2024 and earn up to 3,500 DFS CIRCLE points. China Southern Airlines X DFS member-exclusive benefits and shopping offers are available at DFS stores in Hong Kong, Macau, Chongqing, Hanoi, Bali, Sydney, Auckland, Queenstown, Los Angeles and San Francisco before June 30, 2024. For more details, visit [www.dfs.com](http://www.dfs.com).

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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 44 stores located in 12 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).