



FOR IMMEDIATE RELEASE

December 19, 2025

Give Joy with DFS Curated Selection of Gifts This Holiday Season!



(Hong Kong) Find the perfect gifts at DFS to give joy to your loved ones! At its 10th anniversary, our “Give Joy” holiday campaign has just what you need to delight your beloved family and friends, shine in a glamorous holiday look, and ensemble the perfect outfit for your festive celebrations.

Immerse yourself in the magic of the season as our stores sparkle to life. From elegant hanging ornaments and grand oversized ribbons at Hong Kong Canton Road, to the iconic giant Christmas tree in Okinawa, our beautifully decorated stores await your visit to shop our curated selection of gifts under one roof that caters to all.



Celebrate Your Purchases with Exclusive Prizes

From December 19, 2025 to January 1, 2026, at DFS Hong Kong, Canton Road and DFS Macau, Shoppes at Four Seasons, City of Dreams, and Galaxy (Beauty), customers spending HKD/MOP 888 or above are invited to participate in an Advent Calendar interactive game! Test your reflexes to stop the fast flashing light on the calendar to win different prizes behind the dates! All participating customers have a 100% winning chance to experience the thrill of guaranteed gifts,



from handbags, watches and jewelry to exclusive DFS shopping vouchers* curated to elevate your holiday celebrations.



In Okinawa, start your holiday memories at the DFS Okinawa Naha City store with our picture-perfect, nine-meter-tall Christmas tree! For more photo opportunities, don't miss the Santa visit on December 20 at 2pm, 3pm and 5pm at the main reception hall. The teamLab Future Park at DFS has once again launched holiday-themed interactive art installations for visitors to create cherished family moments. From now until Christmas day, receive a complimentary bottle of champagne for any watches, Tiffany or Bulgari purchase above JPY 500,000. During this period, customers who shop three or more categories can also try their luck at a crane game to win prizes!



Be Rewarded for Gift Shopping at DFS

At DFS, shopping is always rewarding. Enjoy exclusive payment promotions** with Alipay in Hong Kong and Macau (up to HKD/RMB 180 discount) and Union Pay in Macau (up to 4% rebate every Friday-Sunday) through to January 2026. DFS CIRCLE members get to enjoy even more benefits and offers. Our virtual personal shopper ([Chinese](#) / [English](#)) is available for a seamless, personalized shopping experience.

Stop by one of our stores at your favorite destinations to style up your holidays and enjoy the joy of gifting in luxury — only at DFS.

*Terms & Conditions apply, please see store for details. Certain offers sponsored by Hang Seng Bank.

**Payment promotions vary between stores, please see store for details.



Download high-resolution images [here](#).

For more details, please contact:

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DFS: Your Personal Guide to The World of Luxury

DFS Group is the 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 the most desired brands. Its stores are present in major global airports and downtown locations. DFS 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 focuses on creating inspiring omnichannel retail experiences for its customers and is headquartered in Hong Kong SAR.

For more information, please visit www.dfs.com.