

DFS' Changi Airport stores marks the 'Year of the Pig' with exclusive offers and more

By **Elena Owyong** on February, 4 2019 | Retailers



DFS' Changi Airport stores offer exciting promotions, personalization services and interactive activities in celebration of Lunar New Year

Luxury retailer DFS is celebrating the Lunar New Year with a series of promotions, in-store personalization services and interactive activities at Singapore's Changi Airport.

One of the highlights of the festivities is DFS' Moët Hennessy pop-up which offers Hennessy's first ever engraving station for travelers to personalize their bottles. Hennessy also partnered contemporary artist Guang-Yu Zhang to create an exclusive art piece which incorporates the zodiac symbol of the boar and Hennessy's double distillation process. The artwork is featured on the limited-edition packaging for Hennessy XO, Hennessy VSOP and James Hennessy.

Commenting about the pop-up, Ariel Gentzbourger, DFS Group Executive Vice President

Merchandising said: “Our Lunar New Year campaign enhances the pleasure of giving by offering an array of DFS exclusive products – for customers to show appreciation to loved ones or treat themselves to something extra special at this special time.”

Beyond the pop-up, DFS Changi also offers limited-edition products such as the Macallan Concept No.1, an Asia First Launch, the Benedictine Dom Chinese New Year tin and the Royal Salute 21 Year Old. These products are also available on www.iShopChangi.com where customers can purchase their products from 18 hours to 30 days before their flight. Travelers will get to enjoy a 10% discount when they check out with the ‘CHEERS10’ promocode from now until March 31, 2019

To sweeten the deal further, DFS will be absorbing all duties and taxes so travelers can enjoy an unlimited purchase of wines and champagnes during this festive period.

From now through February 4, travelers at Changi Airport can also try their hand at winning a 999 Pure Gold Bar (10g) by playing the exclusive ‘Fortune Catcher’ claw machine. The machine is located in each DFS departure store and travelers can simply use vouchers to play the claw machine when they make a minimum purchase of S\$168 (US\$124.11) in store.