

## DFS Group brings “First Class Beauty” campaign to Hawai’i

By **Elena Owyong** on August, 13 2019 | Retailers



Skincare products from local Hawai’ian brands, such as Lanikai Bath & Body soap were featured in the DFS “First Class Beauty” campaign in Hawai’i

DFS Group kicked off its annual [First Class Beauty](#) campaign, themed “Your One-Stop Beauty Destination” on August 1 at T Galleria Beauty by DFS, Hawai’i. The Hawai’i edition of the campaign also featured a range of local beauty products, as part of DFS’ commitment to celebrate businesses owned by Hawai’i entrepreneurs.

On the launch day, DFS showcased a wide assortment of makeup, skincare and fragrances from over 40 leading international brands as well as local Hawai’ian beauty brands.

This latest edition of First Class Beauty consisted of three travel and beauty themes that are uniquely relevant in Hawai’i - City Nights, Natural Escape and Beach Getaway.

Amongst the various international product ranges, local brands such as Hanalei, Ola Tropical Apothecary, O’o Hawai’i, Lanikai Bath & Body, Mamalani Body Care, Island Essence and Little Hands Hawai’i also shared the spotlight in the new 745 square-foot addition to the largest beauty department in Hawai’i.

“Each one of this year’s themes are made for Hawai’i. We are thrilled to offer the best beauty products that will take you from bright City Nights in Honolulu, to a Natural Escape through the

Ko'olau Mountains to a classic Beach Getaway in Waikiki or to see the surf at Waimea Bay on the North Shore," said Megan Escamilla, DFS Managing Director Hawai'i.

Additionally, T Galleria by DFS Hawai'i also became a founding partner of Mana Up, a local business accelerator, in November 2018. This partnership links brands with mentors, merchandising support and retail expertise to increase awareness and sales opportunities for their products. T Galleria also hosts the business owners in store so that customers can meet the faces behind the brands, hear their stories and experience the unique Aloha Spirit first-hand.



International skincare brands are also on display at the T Galleria by DFS, Hawai'i as part of the "First Class Beauty" campaign by the DFS Group

"Here at T Galleria by DFS, Hawai'i we are continually striving to satisfy two key aims. First, to bring the very best international brands and products to Hawai'i to satisfy our discerning traveling customers. And two, to ensure that the amazing and talented Hawaiian local businesses have the opportunity to showcase their potential to a global audience," shared Megan.

DFS' First Class Beauty campaign "Your One-Stop Beauty Destination" will continue at T Galleria by DFS, Hawai'i until August 31, as well as 25 DFS and T Galleria by DFS stores across 16 destinations.