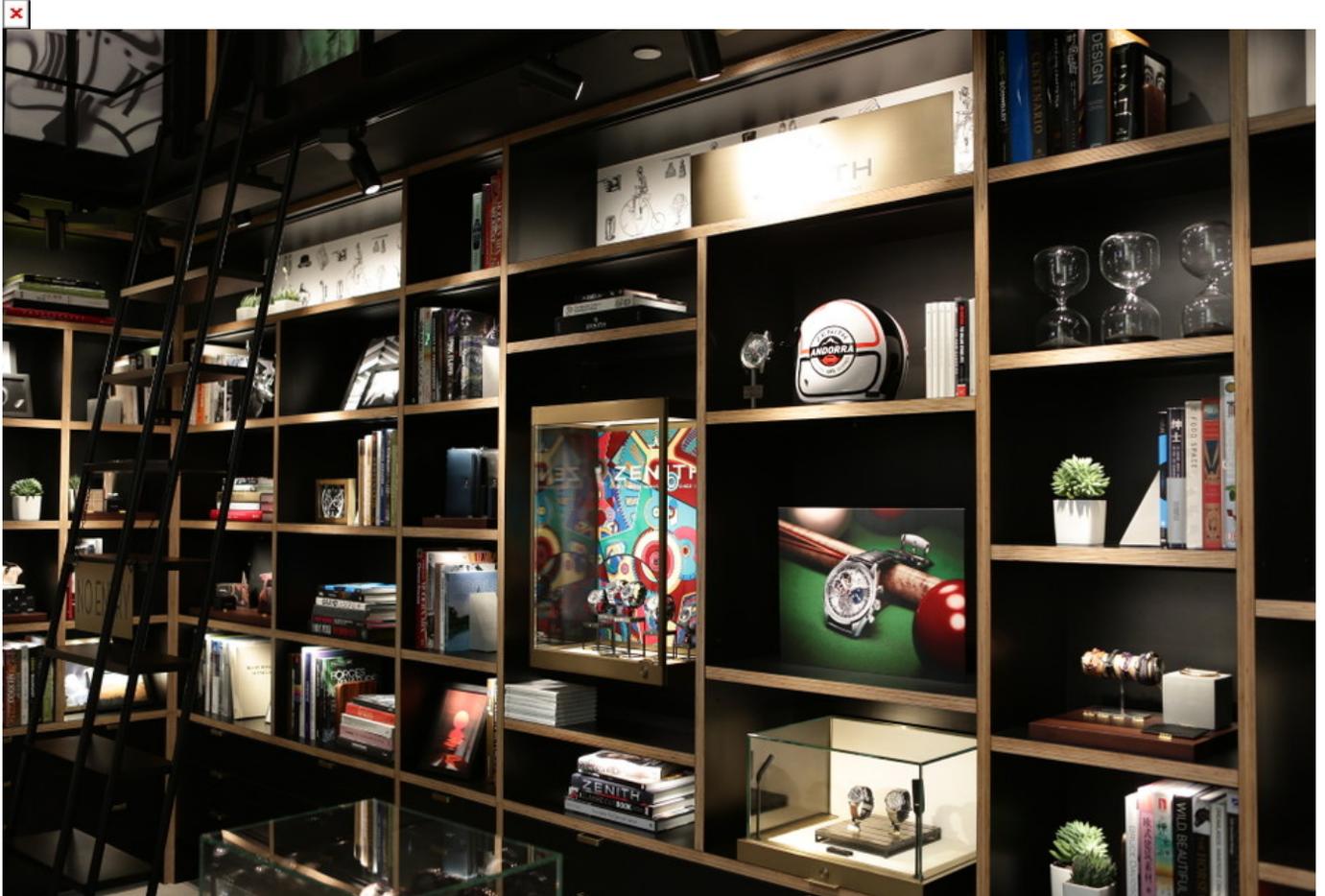


DFS launches 'first of its kind' Timepieces and Whiskies in Macau

By **Rebecca Byrne** on August, 15 2017 | Retailers





Luxury travel retailer, DFS Group, has unveiled a new lifestyle shopping experience, Timepieces & Whiskies, within the men's concept at T Galleria by DFS, Macau, City of Dreams. Housed on the men's fashion floor, Timepieces & Whiskies showcases a "curated collection of undiscovered treasures and icon pieces from across the worlds of whiskies and watches".

Brooke Supernaw, DFS Group's Senior Vice President Spirits, Wines, Tobacco, Food and Gifts commented: "With Timepieces & Whiskies, we bring the classic hospitality tradition into the retail shopping experience. Whether a whiskey lover or simply curious to learn more about the spirit, today's shopper wants to explore and be taken on a tasting journey.

"By offering a personalized, tailored tasting experience within the comfort of this gentlemen's-style lounge, our guests will immediately feel at home as our staff help them discover something new with DFS."

The bar at Timepieces & Whiskies is stocked with a selection of 30 whiskey brands from across flavor profiles including The Macallan, Glenmorangie and Highland Park. Much of the collection focuses on exclusive or limited edition products, such as Araid Rare Cask Reserve, available only with DFS in Macau and Glenmorangie Legends Collection, a travel retail exclusive. Throughout the year, guests can enjoy whiskey-focused tasting events and seminars from leading Brand Ambassadors, bringing the best of whiskey to the heart of Macau.

The watch selection includes pieces from iconic brands such as IWC Schaffhausen or Zenith, as well as niche brands like NOMOS Glashütte and Romain Jerome, available only at T Galleria in Macau.

"Building your watch collection is intensely personal," said Christophe Chaix, DFS Group's Senior Vice

President Fashion, Watches, Jewelry and Accessories. “Timepieces & Whiskies allows collectors not only to explore some of our watch buyers’ favorite pieces of the moment, but to engage in a dialog on the latest trends, niche brands and how to round out your collection. We look forward to building a community of enthusiasts and indulging them in the best of the watch world right in Macau.”

To celebrate the grand opening of the boutique, over 200 guests gathered at Timepieces & Whiskies in August. Featuring guided tastings by brand ambassadors from Ardbeg, The Macallan and Glenmorangie, guests explored whiskey-tasting pop-up stations across the floor to discover different flavor profiles. Highlights of the night included The Macallan Rare Cask Black and Glenmorangie Signet, both exclusively available at DFS in Macau.

The grand opening of Timepieces & Whiskies also marked the release of the second chapter of T Galleria by DFS’ Let’s Travel Together campaign. Following DFS’ crew of global adventurers as they explore the most exciting places around the world, the episodes in August feature Malaysian singer-songwriter Yuna as she discovers Singapore, and Argentinian fashion editor Sofia Sanchez de Betak as she visits Okinawa, Japan.