

DFS launches multi-sensorial Crème de la Mer exhibition in Hong Kong

By **Elena Owyong** on March, 12 2019 | Retailers



DFS, La Mer and Hysan Development representatives at the ribbon-cutting ceremony for La Mer's Crème de la Mer exhibition at Hysan Place, Hong Kong



Famous Taiwanese make-up artist Perry Liu conducted a Skincolour de la Mer master class at the launch of the Crème de la Mer exhibition

DFS has partnered luxury skincare and make-up brand La Mer for a multi-sensorial exhibition in Hong Kong, Causeway Bay.

The exhibition, launched on 1 March, celebrates La Mer's iconic Crème de la Mer moisturizer with a five-meters high installation of a Crème de la Mer jar at Hysan Place. Once visitors enter the giant jar, they will go through five moisture textures – rich, soft, sheer, balanced and cool, before discovering the secrets of La Mer's The Miracle Broth™. The moisture textures represent different La Mer moisturizers which have been reimagined as dynamic installations. Lastly, visitors end off at the Crème de la Mer wall where they can take photos.

DFS said a team of La Mer Skincare Artistry Experts are stationed at the exhibition to provide consultations and share tips on how to keep one's skin hydrated.

With a minimum purchase, visitors can bring home a complimentary La Mer luxury travel trunk case. There are onsite calligraphy services for those who want to personalize their trunks.