

DFS to host 2014 Masters of Wines and Spirits in November

By **Hibah Noor** on September, 15 2014 | Retailers



DFS Group (DFS) has announced that it will unveil its fourth annual Masters of Wines and Spirits collection in Singapore this November. Masters of Wines and Spirits is the most prestigious retail event of its kind in Asia, showcasing the rarest and finest wine, Champagne and spirits in the world. This year, DFS has curated an unprecedented collection of over 80 pieces from 65 of the world’s most legendary houses—the largest and most diverse collection in the history of this annual event.

Centered around the idea that entertaining at home is the ultimate expression of luxury, guests will meet other connoisseurs, collectors, brand ambassadors and many of the masters behind the exhibited items, from winemakers to master distillers, who will be on hand to share stories of the making and delights of each piece.

“Every year, we scout the globe and collaborate tirelessly with the world’s most loved wine, Champagne and spirits houses to curate collections of great range and rare quality. I can think of no better way to enjoy and celebrate such fine creations than in the close company of friends and family, in the most intimate of settings—one’s home.” said Harold Brooks, President, Global Merchandising, DFS Group. “Meeting the world’s most influential individuals, who will illuminate the stories of each piece, makes the experience for connoisseurs and collectors even more special. Masters of Wines and Spirits will be the largest and most prestigious retail exhibition of its kind and a great opportunity to

view the masterpieces up close.”

Over 30 rare Armagnacs, baijiu, Cognacs, Scotch whiskies and single malt whiskies make up the collection this year. Highlights include the debut of the 45 year old from The Dalmore distillery, home to some of Scotland’s most precious and rare whisky stocks, and the fourth edition of the renowned Master of Photography Series by The Macallan. Also key among the standouts are the Chabot Armagnac 88 Year Old and 108 Year Old Collection Set, as well as The Queen’s Carafe from Martell.

Beyond whiskies, the November showcase will also feature over 50 outstanding pieces of exceptional vintage from the wine and Champagne world. These include several remarkable creations from the wine regions of Australia, and Champagne and Bordeaux in France, such as Penfolds’ 1990 Collection, Perrier-Jouët’s The Belle Époque Rosé 2005 Mathuselah, and the 45 Years of Château Margaux Magnum Collection.

“This year’s Masters of Wines and Spirits range may be the best yet,” said James Suckling, celebrated wine critic and one of several personalities DFS has invited to accompany the many brand ambassadors and experts scheduled to be on site for the collection’s unveiling. “DFS has truly outdone itself with its selection, and I am confident the launch event will once again live up to its reputation as the most spectacular wines and spirits retail occasion of the year.”

Following its unveiling, the 2014 Masters of Wines and Spirits collection will be exhibited at DFS stores in Terminals 1, 2 and 3 at Singapore’s Changi Airport as a part of a public showcase. Bringing the Masters of Wines and Spirits to Changi Airport underscores DFS’ commitment to pioneer and innovate in airport retail experiences.

DFS Masters of Wines and Spirits is part of the DFS Masters Collection, a signature program of exhibitions that also includes the inaugural Masters of Fragrances held in Abu Dhabi earlier this year, and the highly-anticipated Masters of Time, set to take place in Macau this December. The Masters Collection is a showcase of the pinnacle of DFS’ leadership and innovation in curating and creating exceptional experiences across its five pillars of luxury: Wines and Spirits, Beauty and Fragrances, Watches and Jewelry, Fashion and Accessories, and Food and Gifts.

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