

Swarovski brings holiday sparkle to travelers with Asia's first in-store styling experience

By **Rebecca Byrne** on December, 1 2015 | Retailers



Premium jewelry and accessories brand, Swarovski, has teamed up with T Galleria by DFS Group to bring Christmas sparkle to travel retail with Asia's first in-store styling service. Customers spending over HK\$1,200 or MOP1,200 at four T Galleria by DFS stores in Hong Kong and Macau will receive complimentary hand decorations with Swarovski stylists providing exclusive consultation on the crystal designs.

Karen Tse, Director, Travel Retail Asia Pacific, Swarovski, said: "Swarovski empowers women to make their everyday extraordinary, and this is an example of how we bring our mastery of crystal cutting and passion for jewelry design to life. We are excited to partner with DFS Group for this very first in-store styling experience that brings travellers an extra touch of Swarovski sparkle when visiting T Galleria by DFS in Hong Kong and Macau."

Jason Blejwas, Director of Merchandise, Sunglasses, Fashion Watches & Jewelry, Global Merchandising, DFS Group, added: "DFS is excited to partner with Swarovski in presenting this premier tailor-made activation in our T Galleria by DFS Hong Kong and Macau Swarovski boutiques. Through exclusive events such as Swarovski's holiday hand decoration activation, we are able to create a dynamic and delightful experience for our customers and continue to deliver on our promise to be the world traveler's preferred destination for luxury shopping."

Founded in 1895 in Austria, Swarovski designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting. Now celebrating its 120th anniversary and run by the fifth generation of family members, Swarovski Crystal Business has a global reach with approximately 2,560 stores in around 170 countries, more than 25,000 employees, and revenue of about €2.33 billion in 2014.