

Swarovski teams up with T Galleria by DFS for Valentine's Day

By **Rebecca Byrne** on February, 17 2016 | Retailers





Love is in the air at Swarovski as the company joins forces with travel retailer, DFS Group, in Hong Kong and Macua to offer consumers a personalised gift for Valentine's Day.

During February 2016, shoppers who make purchases at selected T Galleria by DFS stores will receive an exclusive silhouette portrait created by local artists using traditional paper-cutting techniques. This unique portrait is presented in a special Swarovski paper frame decorated with the brand's crystals.

The service is available during specified dates at the T Galleria by DFS stores in Canton Road and Tsim Sha Tsui East in Hong Kong, as well as at City of Dreams and The Shoppes at Four Seasons in

Macau.



Karen Tse, Director, Travel Retail Asia Pacific, Swarovski, said: “Swarovski believes that the shopping experience is crucial to how consumers appreciate and value our brand and our exquisite jewelry. That is why we have been introducing innovative consumer events such as the Valentine’s Day portrait offer. We want to give Swarovski customers an enjoyable memory of visiting our shops and that’s particularly important in prime locations for tourists such as our shops in T Galleria by DFS.”

Jason Blejwas, Director Merchandise, Sunglasses, Fashion Watches and Jewelry, Global Merchandising, at DFS Group Limited, added: “We’re excited to partner with Swarovski this to bring our T Galleria by DFS customers another exciting activation that celebrates our local destinations as well as our fantastic Swarovski product offering. We’re confident this delightful and engaging in-store experience will make for a memorable trip for visitors to Hong Kong and Macau this Valentine’s Day.”