

DFS wows Macau with Augustinus Bader luxury range



Luxury skincare brand Augustinus Bader on display at T Galleria by DFS, Macau, Shoppes at Four Seasons

DFS Group has partnered with luxury skincare brand Augustinus Bader on its first entry into Macau with an exclusive launch at T Galleria by DFS, Macau, Shoppes at Four Seasons.

Available only at DFS from November 2021 through November 2022, the full skincare range boasts an elegant counter reflecting the brand's signature blue and gold decor where customers can explore Augustinus Bader's innovative, rejuvenating products backed by stem-cell research.

Additional DFS counters are set to open in Hainan in December 2021, Hong Kong in January 2022 and further across the DFS network throughout 2022.

Following its worldwide travel retail debut with DFS at the newly opened Samaritaine Paris Pont-Neuf by DFS store in June 2021, Augustinus Bader is among the top performing skincare brands for DFS in France.

Known for The Rich Cream and The Cream, which feature the brand's patented TFC8 (Trigger Factor Complex) skincare technology, Augustinus Bader products are backed by over 30 years of research into cellular repair as well as stem cell biology, tissue engineering and regenerative medicine.

With all products 100% free of parabens, heavy metals and unnecessary preservatives, TFC8 helps to

nourish and protect the skin by supporting its natural renewal processes and also leaves it healthier, firmer, stronger and more even-textured.

Amael Blain, Senior Vice President Beauty, DFS Group, said: "We are honored to partner with Augustinus Bader on this exclusive launch into Macau so soon after its travel retail debut with us in Paris. We look forward to sharing this luxurious collection of innovative, biomedically-researched products with our discerning customers around the world."