

# Cartier's LOVE IS ALL experience comes to City of Dreams, DFS Macau



Cartier's "LOVE IS ALL" campaign has transformed the boutique at T Galleria by DFS, Macau, City of Dreams.

The new immersive experience embodies the values of Cartier, celebrating love and sharing beauty in the spirit of generosity, blending brand discovery, gifting and interactive elements with the spirit of the season until April 2022.



Visitors can virtually unwrap the Cartier boutique upon arrival

On arrival at the Cartier boutique, wrapped as a signature red Cartier box, visitors can access on their mobile an immersive AR experience in which a signature red Cartier gifting ribbon flies across the boutique's façade. A WeChat mini program engages travelers before, during and after their trip to Macau.

Once travelers have "unwrapped" the boutique, they are able to explore Cartier's diverse selection of leather goods, fragrances, lifestyle objects, watches and jewelry icons through several engaging retailainment elements.



The Cartier boutique will be dressed in festive elements until April 2022

The 'Cartier Profile' application that reveals clients' personalized Cartier product recommendations while an interactive wall game immerses and delights them with a surprise presented with love. The Cartier Karaoke Box allows visitors to sing along to the 'LOVE IS ALL' campaign track, featuring the friends of the Maison, and to share their videos through social media.

Virginie Martignac, Cartier Global Travel Retail Director, commented: "It is a pleasure to share love from Cartier with travelers at T Galleria by DFS, Macau, City of Dreams this festive season with a creative and joyful multi-layered experience. We sincerely crafted this unique concept with the will to surprise and entertain our clients, and immerse guests in the thrill of unwrapping the iconic red Cartier box."

Matthew Green, DFS Group Senior Vice President Watches and Jewelry, added: "The festive activation at the Cartier boutique resonates strongly with our consumers who are seeking elegant gifts and shareable experiences from brands to elevate their luxury stay in Macau. We would like to thank Cartier for creating a truly memorable omnichannel shopping journey, filled with love, and hope our guests enjoy this special experience over the coming months."