

# DFS and Parfums Christian Dior kickstart their 'Summer Party' globally

# DIOR *Summer Party*

DFS and Parfums Christian Dior bring the summer party to customers with their latest DFS x Dior Summer Party pop-up which heralds the start of summer



Customers will get to enjoy free make-up and fragrance consultations with Dior's make-up artists, purchase exclusive products and indulge in a floral cocktail at the DFS x Dior Summer Party pop-up

Travel retailer DFS has teamed up with Parfums Christian Dior for a 'DFS x Dior Summer Party' pop-up

across DFS's global network of stores. The pop-up will run throughout the entire month of July and kick off in T Galleria by DFS, Macau, City of Dreams.

According to DFS' press release, the pop-up allows customers to create unique memories of the summer season through activities such as complimentary make-up and fragrance consultations by Dior's make-up artists and indulging in a floral cocktail on specially designed loungers. Customers will also be able to purchase exclusive products such as the Dior Lip Glow Trio.

DFS said that the DFS x Dior Summer Party is "perfect for the world traveler who seeks to look and feel their very best across all time zones or wishes to transform their look between basking in the summer sun, socializing at sunset and dancing under a moonlit sky."

Commenting on the pop-up, Christophe Marque, Senior Vice President Beauty at DFS Group said: "We aspire to tantalize our traveling customers' senses, and this beautiful pop-up is a perfect example of our commitment to combining exclusivity and entertainment with world-class brands."

"Parfums Christian Dior and DFS have always shared a powerful synergy when it comes to providing excitement and innovation to our customers," said Leonardo Ferracina, Dior Travel Retail Director Hong Kong, Macau, Korea, SEA. "Our exclusive Dior Summer Party pop-up for DFS is an indulgent start to an exciting and vibrant summer, enriched with the signature of our Dior products."