

DFS celebrates Lunar New Year in-store and online

In celebrating the Lunar New Year, DFS Group has welcomed the Year of the Ox with a series of exclusive offers, in-store activations and interactive online activities, available through February 28 at select downtown T Galleria locations worldwide and online at DFS.com.

At select locations, DFS will host a range of activities in-store, including lion dances, visits from the God of Prosperity, the offer of lucky red packets in addition to special promotions and games that offer chance to win exciting prizes.*



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DFS is inviting customers to set their intentions for the new year using DFS' own New Year's resolutions generator. Specially created stickers and filters for Instagram, WeChat and WhatsApp offer the opportunity to send greetings of happiness, luck and prosperity and receive good wishes in return.



In celebration of Lunar New Year, DFS has exclusive offers on luxury gifts for family, friends or for oneself

“Lunar New Year is traditionally a time for family, friends, giving, happiness and good fortune. Through this year’s Lunar New Year campaign, we hope we can share the joy of this auspicious holiday with our customers and help them celebrate the new year and treasure these special moments with their loved ones,” said Christophe Marque, Executive Vice President Global Marketing and Beauty Merchandising, DFS Group.



Customers can catch the DFS Lunar New Year livestream event on February 9

Customers can get inspired in their gift giving by viewing the curated list of products in the DFS luxury pillars: Beauty and Fragrances, Fashion and Accessories and Watches and Jewelry. For a more unique event, they may catch the Lunar New Year livestream event on February 9 at 7:00pm (UTC+08:00) for special offers and exclusive products from Chopard, Hennessy and more.

The celebration is happening at the following downtown T Galleria stores:

- T Galleria by DFS, Auckland
- T Galleria by DFS, Hong Kong, Canton Road
- T Galleria Beauty by DFS, Hong Kong, Causeway Bay
- T Galleria by DFS, Hong Kong, Tsim Sha Tsui East
- T Galleria by DFS, Macau, City of Dreams
- T Galleria by DFS, Macau, Shoppes at Four Seasons
- T Galleria Beauty by DFS, Macau, Galaxy Macau
- T Galleria Beauty by DFS, Macau, MGM Cotai
- T Galleria Beauty by DFS, Macau, MGM Macau
- T Galleria by DFS, Macau, Studio City
- T Galleria Beauty by DFS, Macau, Wynn Palace
- T Galleria by DFS, Sydney

**Terms and conditions apply. Experiences, performances and shop hours vary by location. See store for details.*