

DFS celebrates the Year of the Pig



DFS' lunar new year campaign includes special promotions, exclusive offers and in-store activities such as a claw machine game and a Wechat Mini Program



The Sulwhasoo First Care Activating Serum Lunar New Year Limited Duo is one of the DFS exclusive products available during this festive period

In celebration of Lunar New Year and the 'Year of the Pig', luxury travel retailer DFS has launched a series of promotions, exclusive offers and in-store activities at select airport stores and downtown T Galleria locations around the world.

Commenting on DFS' Lunar New Year campaign, Ariel Gentzbourger, DFS Group Executive Vice President Merchandising shared that DFS would like to thank their loyal customers as they welcome the Year of the Pig.

"Our Lunar New Year campaign enhances the pleasure of giving by offering an array of DFS exclusive products – for customers to show appreciation to loved ones or treat themselves to something extra special at this special time," said Gentzbourger.

DFS Personalization Gift Shop

According to DFS, their 2019 Lunar New Year campaign "celebrates all that is important about this special time of the year." In view of that, the retailer is offering an extended offer to customers showcasing a curated selection of personalized items, exclusive products and offers from DFS' "Give Joy" Holiday Gift Guide. Customers will be able to add unique touches to their purchases at DFS' 'Personalization Gift Shop' concept.

The 'Personalization Gift Shop' concept allows customers to personalize their purchases with special greeting messages in six languages; have their leather goods monogrammed on the spot; and adorn

t-shirts and tote bags with limited-edition emoji iron-on patches until 17 February.

The DFS' Personalization Gift Shops is available at the following locations:

DFS, Abu Dhabi International Airport

T Galleria by DFS, Hawaii

T Galleria by DFS, Okinawa

T Galleria by DFS, Sydney

T Galleria by DFS, Guam

T Galleria by DFS, Saipan

T Galleria by DFS, Singapore

T Galleria by DFS, Angkor

T Galleria by DFS, Hong Kong, Canton Road

T Galleria by DFS, Hong Kong, Tsim Sha Tsui East

T Galleria Beauty by DFS, Hong Kong, Causeway Bay

T Galleria by DFS, Macau, City of Dreams

DFS in-store activities

As part of the campaign, DFS is introducing the 'Fortune Catcher' claw machine game where customers can 'catch' a selection of gifts across DFS' categories - from Fashion, Accessories and Beauty to Watches and Food, as well as best sellers from the most beloved brands.

Additionally, DFS has created a WeChat Mini Program featuring the DFS Lunar New Year campaign, to encourage customers to choose a city-themed gift box to be filled with their wish-list items within a set time. The WeChat game provides customers with an opportunity to discover products and win a DFS e-shop coupon. and will be available at **T** Galleria by DFS, Hong Kong, Canton Road, **T** Galleria Beauty by DFS, Hong Kong, Causeway Bay and **T** Galleria by DFS, Hong Kong, Tsim Sha Tsui East.

DFS' Fortune Catcher will be available in the following locations:

DFS, Abu Dhabi International Airport

DFS, Singapore Changi Airport

DFS, Saipan International Airport

DFS, Bali Ngurah Rai International Airport

DFS Galleria Cairns

T Galleria by DFS, Singapore

T Galleria by DFS, Angkor

- T** Galleria by DFS, Bali
- T** Galleria by DFS, Guam
- T** Galleria by DFS, Hawaii
- T** Galleria by DFS, Sydney
- T** Galleria by DFS, Auckland
- T** Galleria by DFS, Hong Kong, Canton Road
- T** Galleria by DFS, Hong Kong, Tsim Sha Tsui East
- T** Galleria Beauty by DFS, Hong Kong, Causeway Bay
- T** Galleria by DFS, Macau, City of Dreams
- T** Galleria by DFS, Macau, Studio City
- 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, Okinawa
- T** Galleria by DFS, Saipan