

DFS Group launches its 6th edition of “First Class Beauty” campaign



Cosmetics brand Clinique will be participating in DFS Group’s “First Class Beauty” campaign with their specially designed pop-up booth “Travel Happy”

Luxury travel retailer DFS is bringing back the 6th edition of its highly anticipated “First Class Beauty” campaign in August.

During this period, a total of 25 DFS and T Galleria by DFS stores will be transformed into a whimsical wonderland of beauty treats, featuring exclusive products and exciting experiences from more than 40 leading brands.

This year’s theme is “Your One-Stop Beauty Destination”, which offers travelling customers a specially curated range of make-up, skincare and fragrance products, grouped into three beauty moods: City Nights, Beach Getaway and Nature Escapes.

As with previous First Class Beauty campaigns, these products will be available at DFS stores worldwide from August 1 to 31. Participating stores will host a series of special events to enhance the enjoyment of discovery in every customer’s journey.

Commenting on the campaign, Christophe Marque, Senior Vice President Beauty of the DFS Group said: “With the discerning traveller at the heart of all we do, we have put all our efforts into developing experiences and products that respond to their needs with creativity and flair. This year’s First Class Beauty reflects three travel moods that inspire a wide spectrum of make-up looks and beauty regimes.”

“We are immensely proud to partner with more brands than ever before to create these exclusive pop-ups, all dedicated to first-class beauty.”



Luxury brand Giorgio Armani will be setting up its “Armani Cinema” pop-up booth

One of the key highlights is the DFS x Meitu’s lipstick bar, which boasts the latest in Augmented Reality (AR) make-up application by combining technology with a sense of fun. Last year over 54,338 pictures were taken with Meitu, China’s No.1 selfie-application creator. Meitu will co-host 26 lip-focused bars across DFS’ network of stores, offering selfie queens all over the world a chance to try on different shades of 100+ lipsticks and 10 sunglasses available at DFS, instantly and virtually, using a magic Meitu Beauty Mirror.

Using the three dedicated beauty themes; City Nights, Beach Getaway and Nature Escapes, the Meitu mirror will create pre-determined looks highlighting over 100 lipsticks, eye shadows, blush and sunglasses to help make a beautiful look a reality for every traveller.