

DFS Group's 6th 'First Class Beauty' campaign launch attracts over 300 VIP customers



The 6th edition of DFS Group's annual 'First Class Beauty' started with a bang – over 300 VIP guests attended the launch party at T Galleria Beauty by DFS, Hong Kong, Causeway Bay

DFS Group announced today that its launch party for its annual 'First Class Beauty' campaign attracted over 300 VIP customers. The party was held at the T Galleria Beauty by DFS, Causeway Bay, Hong Kong on August 1.

The year, the 'First Class Beauty' campaign was themed 'Your One-Stop Beauty Destination'. The event features an assortment of make-up, skincare and fragrances for anyone on the move. Three travel and beauty themes – City Nights, Natural Escape and Beach Getaway were showcased for the campaign.

First Class Beauty Launch Party

During the launch party, the ground floor of the T Galleria Beauty by DFS, Hong Kong, Causeway Bay, was transformed into a 'beauty disco' with a DJ, as guests enjoyed special First Class Beauty cake-pops, chocolate dipped strawberries, while sipping on Bailey's exclusive strawberries and cream cocktail.

The party also included an interactive DFS x Meitu lip bar which allows guests to try AR make-up application. Guests also had the chance to undergo glitter hairstyling and make-up application. Other activities included a DIY Crystal Lip Balm and Glitter Bath Bomb workshop using organic and local ingredients.



KOL Jessica Jann trying out the interactive DFS X Meitu Lip Bar which comes equipped with AR make-up application technology

Commenting on the event, Christophe Marque, Senior Vice President Beauty, DFS Group said: “With the discerning traveler 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 regimens.”

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

DFS’ First Class Beauty Campaign is available at 25 DFS and T Galleria by DFS stores in 16 destinations until August 31.