

# DFS invites travelers to discover a “World of Watches and Jewelry”



DFS has launched the first edition of “World of Watches and Jewelry” in celebration of fashion and luxury watches and jewelry

DFS is launching the first edition of “World of Watches and Jewelry” with a month-long of celebrations to pay homage to fashion and luxury watches and jewelry. To celebrate the launch, the retailer has designated October as a celebration of watches and jewelry in five of its iconic locations around the world.

DFS explained that the event aims to woo its growing millennial and fashion-minded clientele and first-time watch buyers.

From October 1 to 31, participating DFS locations will host a series of activations where over 40 watch and jewelry brands, including 10 that are new to DFS, will participate.

Through the event, customers will discover a wide range of contemporary styles and products, combined with interactive experiences and activations.

According to DFS, the “World of Watches and Jewelry” is focused on four product themes – Time to Move, Time to Think, Time to Play and Time to Style.

Time to Move focuses on versatile and functional pieces, which are targeted at fitness buffs. Time to Play is a collection of bold and inventive pieces. Time to Think are professional, timeless and functional pieces while Time to Style is a collection of fashion-forward and refined pieces.



The World of Watches and Jewelry is focused on four product themes, including Time to Move (pictured) which features versatile and functional pieces targeted at individuals who lead an active lifestyle

Commenting on the event, Matthew Green, Senior Vice President Watches and Jewelry, DFS Group said: “With our discerning millennial customers in mind, we have sought to develop and curate relevant products and experiences that respond to their needs with creativity and flair. The ‘World of Watches and Jewelry’ is interpreted through four themes that reflect the different moods and lifestyles of our consumers.”

The following five locations within DFS’ global network will host a month-long celebration of fashion and luxury watches and jewelry through the centralized four themes.

- T Galleria by DFS, Hawaii
- T Galleria by DFS, Okinawa
- T Galleria by DFS, Guam
- T Galleria by DFS, Saipan
- T Galleria by DFS, Macau, City of Dreams

Another three locations will host separate, bespoke brand pop-ups from TAG Heuer, Fossil, SevenFriday, Michael Kors, Hamilton and Swarovski, along with exciting activities such as AR games and an immersive racing simulator.