

# DFS kicks off annual 'Give Joy' holiday campaign



DFS is bringing its annual 'Give Joy' holiday campaign to spread cheer to shoppers during the festive season

DFS is launching its annual "Give Joy" campaign to celebrate the joy of gifting. From November 15 onwards, customers will get to enjoy specially curated products, in addition to personalization services and activations at 19 downtown T Galleries and airport locations worldwide.

Beyond that, DFS will be holding a series of pop-ups that will offer personalization for shoppers' gifts. At the Christian Dior pop-up, the brand will offer customized ribbons adorned with your own or loved one's names, unique wrapping paper with a variety of iconic Dior charms to create a personalized gift box, as well as fragrance engraving services.



During the 'Give Joy' campaign, shoppers can enjoy various pop-ups by renowned brands, a variety of personalization services, as well as performances in stores

At Yves Saint Laurent, the pop-up will offer a 'Make It Yours' bar providing engraving services, limited-edition lipstick caps and unique gift box creations.

Shoppers at Jo Malone London's pop-up can immerse themselves in the "Magic and Mayhem" concept where bottle engraving services are provided for a personal message, date, initials. Shoppers can also monogram their gift boxes with festive stickers.

DFS' Personalization Gift Shop is also back by popular demand. The shop will be available at five global destinations this year and featuring renowned international brands such as FAO Schwarz, Kikki K, Sugarfina, Walkers, Bunnies by the Bay and Tim Tam.

Apart from these engaging pop-ups, DFS will also be bringing Santa and his crew to stores, along with parades and performances by local musicians to spread the festive cheer.

Commenting on the campaign, Ariel Gentzbourger, DFS Group Executive Vice President Merchandising: "The holiday season is all about sharing and spreading joy. Every year we are delighted to be able to excite and inspire our customers with an array of heart-warming experiences, pop-ups and activations that celebrate the pleasure of gifting. From creating magical moments within our stores, to providing a personal touch to every gift, our wish is to awaken the holiday spirit in every customer,"