

DFS launches 2021 holiday campaign & creates a world of wonder

**Give
Joy**
送上欢乐



The leading luxury retailer has launched its annual "Give Joy" campaign at participating locations worldwide to celebrate the splendour and surprise of the holiday season

DFS Group, the world's leading luxury travel retailer, has launched its annual "Give Joy" campaign to celebrate the splendor and surprise of the holiday season. From now through the end of December, customers can discover A World of Wonder at participating downtown T Galleria locations worldwide or online at [DFS.com](https://www.dfs.com).

With an exciting range of products available across DFS' luxury pillars – Beauty & Fragrances, Fashion, Food & Gifts, Watches & Jewelry and Wines & Spirits – shoppers can find the perfect gift for everyone on their list with the help of DFS' specially curated [gift guides](#). Discover a world of indulgences with a luxury self-care edit that sparks joy and magic; a world of brilliance with items to cherish through the holiday season and beyond; or a world of curiosities with an assortment of treats and trinkets to inspire and delight.



Upon making a purchase at selection locations, customers can receive an exclusive DFS Bauble DIY Kit to create and personalize their own holiday ornament



Around the world, there will be a variety of joyful in-store activations to count down the holidays including tree lighting ceremonies, wreath workshops, bubble catchers and more. In addition, upon making a purchase at select locations, customers can receive an exclusive DFS Bauble DIY Kit to create and personalize their own holiday ornament.



T Galleria by DFS, Hong Kong, Canton Road

Beginning December 1, visitors to T Galleria by DFS, Hong Kong, Canton Road, can enjoy the festive World of Wonder pop-up experience, which takes them through six wonders of holiday including an advent calendar filled with plenty of surprises. Shoppers are also invited to join the DFS holiday livestream on December 16 7:00 – 9:00 pm HKT via the DFS Macau WeChat Mini Program for a sneak-peek at top gifting picks.

"This holiday season we invite our customers to rediscover the joys of the holidays and celebrate the simple moments of joy together with their loved ones. Near or far, we hope to bring excitement and create inspiring moments of joy for our customers wherever they may be," says Christophe Marque, President Merchandising, DFS Group.