

DFS to debut four beauty brands in Hong Kong and Macau



Charlotte Tilbury is one of the brands that the DFS Group is debuting in its T Galleria by DFS stores in Hong Kong and Macau



90-year-old beauty brand POLA creates premium anti-aging skincare products backed by a scientific understanding of the skin

Travel retailer DFS Group is introducing popular beauty brands Anastasia, Charlotte Tilbury, Hourglass and POLA to its nine T Galleria by DFS stores in Hong Kong and Macau.

DFS said the brands were chosen to target fashion-conscious customers who crave unique and creative beauty looks. All four brands are well established in international markets and known for their innovation.

Founded by Romanian-born beauty entrepreneur Anastasia Soare, Anastasia, is one of the fastest-growing brands in the global beauty industry. It is known for cult beauty products such as Brow Wiz, Contour Kit, and Liquid Lipstick. The brand is available exclusively to DFS in Hong Kong.

POLA, a 90-year-old luxury beauty brand originating from Japan, aims to create highly effective, premium anti-aging skincare products backed by a deep and scientific understanding of the skin based on real data.

Hourglass promises cruelty-free luxury beauty while Charlotte Tilbury offers award-winning, best-selling makeup and skincare.

Commenting on the new additions, Ariel Gentzbourger, Executive Vice President Merchandising, DFS Group said: "As a trusted partner to many of the world's most exciting beauty brands, we are thrilled to introduce four new and exclusive beauty lines to DFS stores in Hong Kong and Macau. Our commitment to our traveling customers is to continually find new ways to delight them, and some of our most discerning, knowledgeable and sophisticated customers are those who shop in these markets."

DFS currently operates six downtown stores in Macau and three in Hong Kong, offering traveling customers and luxury shoppers a range of high-quality beauty products and accessories. The six T Galleria stores in Macau span a total footprint of 383,706 square foot while the three T Galleria stores in Hong Kong cover a total of 228,000 square foot.