

DFS to launch 12th Masters of Time event with awards



Ulysse Nardin's Marine Mega Yacht timepiece will be showcased at the 12th edition of DFS's Masters of Time exhibition this November

DFS Group, the world's leading luxury travel retailer, is launching the 12th edition of its Masters of Time exhibition this November - an annual celebration of craftsmanship, design and innovation in timepieces and fine jewelry.

Hosted at T Galleria by DFS, Macau, Shoppes at Four Seasons, Masters of Time will unveil over 250 timepieces and fine jewelry items from over 40 houses, including exclusive bespoke pieces created specially for the event.

Masters of Time is a signature event in DFS' Masters Series, which showcases DFS' leadership and creativity in curating exceptional experiences across its five pillars of luxury: Wines and Spirits, Beauty and Fragrances, Watches and Jewelry, Fashion and Accessories, and Food and Gifts.

This edition of Masters of Time also features the inaugural DFS Masters Awards, a recognition of innovation, artistry and flair in the watch and jewelry categories. A panel of specially-selected, independent experts will judge pieces for their timelessness, technical excellence, craftsmanship, innovation and exceptional use of a variety of artistic techniques.

The panelists, led by chair Carson Chan, the head of the Greater China mission for the Fondation de la Haute Horlogerie, come from a diverse background of industry experts, designers, tastemakers and entrepreneurs and includes Laura Lan, Nik Wang, Vianney Halter, Emmanuel Gueit, Penny Chiang, Samuel Chan and Lung Lung Thun.

Commemorating his partnership with DFS Group, Vianney Halter, the master of chronometers who is renowned for his unique style as well as for his own technical patents and trademarked designs, has

constructed a handful of first edition timepieces launching at Masters of Time, notably the Deep Space Resonance – a one-of-a-kind masterpiece which is globally launching only at DFS.

The event also celebrates the beginning of a partnership between DFS and Phillips Auctioneers, where – for the first time – fine and rare timepieces will be available in Macau outside of the traditional auction setting.

In addition, Andy Zhang, Director of Watches, China and Wenjia Zhang, Regional Director, China, Phillips, will attend the event in Macau and host a masterclass titled The Art of Collecting, sharing tips on starting a collection and other insider knowledge on market trends.

Finally, a dedicated WeChat mini program has been developed specifically for the DFS customer with an affinity for high jewelry and watches, leading them through an interactive and entertaining Masters of Time online exhibition. Within this mini program, and in-store, customers will have a chance to make their voices heard through the People’s Choice Award – encouraging luxury lovers to vote for their favorite piece from the Masters Awards nominees.

Christophe Marque, President Merchandising, DFS Group, said: “Each edition of Masters of Time is different, featuring new pieces and concepts that evolve alongside the tastes and desires of our discerning customers. For the 12th edition, drawing on the strength of our relationships with some of the world’s best-known brands, we have curated a selection of unique and bespoke pieces for the delight of collectors and first-time buyers alike. We are also thrilled to introduce the first Masters Awards, reflecting DFS’ expertise in curation across the categories of exceptional timepieces and jewelry.”

The Masters of Time collection showcases global premieres, unique editions and worldwide limited pieces from over 40 brands, including Buccellati, De Beers, Fabergé, Hublot, Jaeger-LeCoultre and Van Cleef & Arpels.

Housed at T Galleria by DFS, Macau, Shoppes at Four Seasons, this year’s Masters of Time exhibition space evokes a cave of discovery, where a kaleidoscope of iridescent hues reflects and refracts light as though from a flawless diamond. The interactive installation features an immersive tunnel that encourages guests to touch, feel and explore the various elements within the exhibition – from the curated collectibles on display to behind-the-scenes footage on screen.

The Masters of Time collection will be unveiled on November 15 through a special pop-up exhibition open to the public, and then celebrated during a two-day gala weekend on December 3 and 4 at T Galleria by DFS, Macau, Shoppes at Four Seasons.

The collection will be available for viewing and purchase in Macau from November 15, 2021 until February 6, 2022.