

DFS & Franck Muller unveil “Time to Go Crazy” exhibition



Featuring the brand’s iconic Crazy Hours complication collection including two of its latest Asia exclusive masterpieces, the watch exhibition is located at T Galleria by DFS, Macau, Shoppes at Four Seasons



DFS Group, the world's leading luxury travel retailer, has partnered with Swiss luxury watch manufacturer, Franck Muller, to launch the "Time To Go Crazy" exhibition at T Galleria by DFS, Macau, Shoppes at Four Seasons. Open to the public through May 31, visitors to the exhibition can discover the brand's iconic Crazy Hours complication collection including two of its latest Asia Exclusive pieces.

Among the timepieces on display are the newest Crazy Hours II and Vanguard Crazy Hours watches – both featuring the distinctive, non-sequential numerals circling the dial that the collection has been known for since its debut in 2003. With every passing hour, the hour hand jumps to the next correct numeral, while the minute hand revolves around the dial in a traditional 60-minute cycle to creatively express the abstract art of time and showcase the brand's complex craftsmanship.

To further immerse customers in the collection, vibrant, larger than life selfie stations illuminated in the same color palette as the collection, paired with animated props inspired by the classic Franck Muller Arabic numerals are located on either end of the exhibition for visitors to capture their best Crazy Hours moment. Additionally, upon any watch purchase at the exhibition, customers will receive a complimentary Franck Muller-branded luggage, watch box or travel gift set.

A series of snapshots from the vibrant and immersive exhibition:







“We are pleased to partner with Franck Muller to curate yet another exquisite watch exhibition for our discerning shoppers here in Macau. Featuring an assortment of the brand’s classic timepieces, as well as the newest Asia Exclusives, the ‘Time To Go Crazy’ exhibition is sure to appeal to every watch aficionado looking to add to their collection,” says Johan Pretorius, Managing Director Macau, DFS Group.