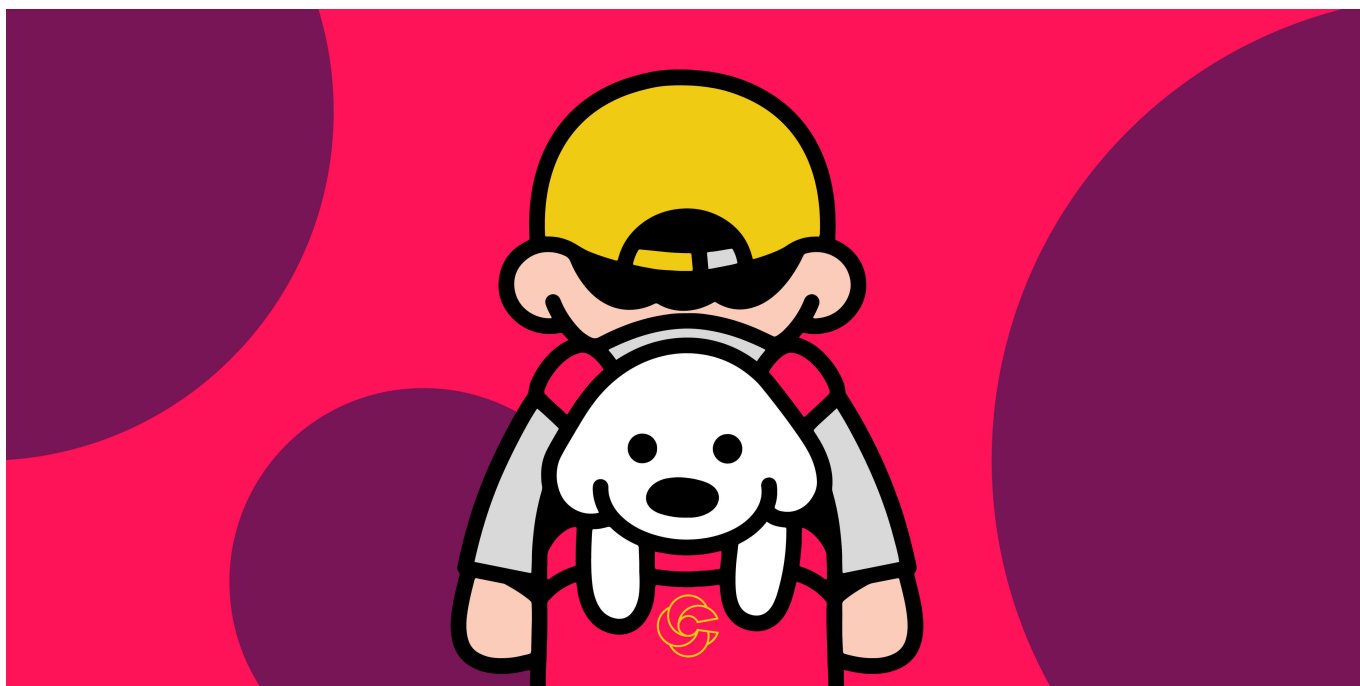


DFS and illustrator matsui celebrate first anniversary of DFS Circle



Popular illustrator matsui created several images to celebrate the first anniversary of the DFS CIRCLE loyalty program

DFS Group is marking the first anniversary of its loyalty program, DFS CIRCLE, by launching an engaging campaign themed “Collect the World.” This initiative introduces in-app missions and exclusive rewards, including unique gifts and collectibles, available from April 27 to May 31, 2024.

The highlight of the celebration is a series of collectible destination luggage sticker sets representing 17 global destinations and special limited-edition designs by the popular illustrator matsui. Known for his emotive artwork featuring dogs and their human companions, matsui’s influence extends through the campaign with uniquely designed collectibles and vibrant store installations that reflect his joyful artistry.

DFS has transformed its store environments into immersive gateways to matsui’s world, aiming to enhance the shopping experience by embodying the spirit of his creations. From his notable solo exhibition to various high-profile collaborations, matsui’s work has captivated a global audience, adding a distinctive flair to the DFS campaign.



matsui's illustrations reimaged as beach towels, one of the rewards available

Mark Sage, Vice President of Loyalty Strategy & Member Engagement at DFS, commented on the success of the program: "As we celebrate DFS CIRCLE's inaugural anniversary with an impressive 18% surge in new members, it stands as a testament to DFS' unwavering dominance in crafting immersive omnichannel retail adventures. Through DFS CIRCLE, we've redefined how customers explore, indulge, and connect with luxury brands, seamlessly knitting together the physical and digital realms. Whether it is through traversing new collections in-store, redeeming rewards at airport lounges, or embarking on exclusive in-app missions, DFS CIRCLE has epitomized an omnichannel journey fusing retail, entertainment, and discovery. As we gaze into the future, we're poised to shatter boundaries, revolutionizing travel retail with ingenious omnichannel solutions tailored to every need of the luxury customer."



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DFS CIRCLE offers a tiered membership structure, including an exclusive Ambassador tier by invitation only, which provides an array of privileges, rewards, and benefits across its global network. Members can earn up to 3,500 DFS CIRCLE points by engaging with various in-store activities, enhancing their membership experience and unlocking new levels of rewards.

The campaign invites customers to immerse themselves in a world of rewards, marking a significant milestone for DFS CIRCLE and setting new standards in the luxury shopping experience.