

DFS brings luxury shopping to Queenstown



T Galleria by DFS, Queenstown, opening Saturday, October 29

DFS Group has announced it will open its newest store in the heart of Queenstown on October 29. Housed in O'Connells, an iconic building in the tourism hotspot, the luxury shopping destination will offer more than 120 brands including Dior Beauty and La Mer, Ralph Lauren fashion and local brands such as Manuka South, Welmark and Antipodes – with more to be announced including nearly 40 brands that are exclusively available at T Galleria by DFS, Queenstown.

The two-level offering will be the first and only department store in Queenstown, boasting a curated assortment of fashion & accessories, beauty, wines, food, gifts, and watches & jewelry. Spanning 1,800 square meters of the newly renovated O'Connell's complex, the store will also feature numerous food and beverage choices – making it the ultimate holiday must-do.

“We are very excited to introduce, for the first time in Queenstown, a carefully curated selection of the best luxury retail and finest local products, further enhancing the reputation and appeal of this beautiful destination,” said Prashant Mahboobani, Vice President Retail Operations Oceania, DFS Group.

T Galleria by DFS, Queenstown will also be the first store of DFS' new “Resort Galleria” concept which is being introduced to its global store portfolio. Casually sophisticated and inviting, the Resort Gallerias will showcase curated assortments of the best international and local brands, emphasizing an authentic sense of place and community. In Queenstown, the store will feature an open and airy design with an informal yet elegant feel, created from natural and sustainable locally sourced materials.

Shoppers can expect to experience world-class shopping with heart-warming service unlike any other and be invited to join the DFS LOYAL T program to enjoy exclusive access, benefits and privileges.

T Galleria by DFS, Queenstown will be DFS' third location in New Zealand. The retailer has operated T Galleria by DFS, Auckland in the iconic Custom House heritage building since 1997 and operates several boutiques in Auckland Airport.