

DFS celebrates milestone edition of Masters of Time



DFS World: Masters of Time pop-up exhibition in T Galleria by DFS, Macau, is open until the end of February



This year's Masters of Time exhibition space evokes "a cave of discovery" and is the first zone dedicated to watches and jewelry in the luxury travel retail metaverse

DFS Group celebrated the thirteenth edition of its [Masters of Time](#) with industry elites, collectors and VIP customers at T Galleria by DFS, Macau, Shoppes at Four Seasons earlier this month.

According to the retailer, this edition marked an event milestone, with to the debut of DFS World: Masters of Time – the first zone dedicated to watches and jewelry in the luxury travel retail metaverse – and the launch of 15 digital art pieces in collaboration with renowned international artists Pixisms and Didu Didu.

Masters of Time is recognized as the world's premier retail exhibition of luxury timepieces and jewelry. It is a signature event in DFS' Masters Series, which showcases the retailer's 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.



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Created by DFS in 2008 to bring the very best brands in the world of watchmaking – and their

ambassadors – together with enthusiasts and collectors alike, Masters of Time is traditionally hosted each year in the dynamic shopping enclave of Macau.

Continuing DFS' long-standing partnership with Shoppes at Four Seasons at Sands Resorts Macao, Asia's leading integrated resort destination, the event invited industry connoisseurs and VIP customers to view a specially curated selection of timepieces and jewelry, while sampling afternoon tea and champagne with the retailer's knowledgeable personal shoppers.

Guests also experienced exclusive masterclasses in partnership with international Maisons including Bulgari, with an immersive installation centered around "The Moments of Wonder" theme and an intimate workshop; Ulysse Nardin, with an interactive leather craft workshop which dived into the brand's craftsmanship core value; Girard-Perregaux, with an enamel workshop allowing guests to create their own special gift under the guidance of a seasoned instructor; Qeelin, with a lucky draw interaction and swing installation featuring a silhouette of the brand's signature design, the Wulu collection; and Guerlain, with a personalized introductory journey followed by detailed consultation.

The thirteenth edition of Masters of Time also saw DFS' Masters Awards return for the second year – "a celebration of brilliance and excellence in watchmaking and fine jewelry, recognizing mechanical marvels and sublime creations from the world's most prestigious houses," reads the press release. The winners of seven categories in this year's Master Awards were revealed during a "multi-sensory ceremony" at a gala hosted over the weekend.