

# DFS celebrates opening of T Galleria at The Londoner in Macau



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DFS Group marked the opening of its latest T Galleria by DFS store in Macau at The Londoner® Macao "in true British style" on November 25, with a ribbon-cutting ceremony and celebration event. Brand and media partners, social media influencers and VIP guests joined DFS and Shoppes at Londoner for a festive afternoon, which included a special opening performance and store tours to showcase all that the premier shopping destination for families has to offer.

Featuring over 120 of the world's leading and emerging brands across more than 22,000 square feet, T Galleria by DFS at The Londoner Macao, is located within the rebranded and expanded Shoppes at Londoner. Shoppes at Londoner was recently named as the "Most Innovative Retail & Tourism Destination 2022" at the Global RLI Awards 2022.

The new store gives consumers another reason to visit The Londoner Macao, described as a must-see British-inspired integrated resort in the heart of the Cotai Strip.

During the event, guests took a "whirlwind virtual trip to London," enjoying the many British-themed elements of the store alongside an outstanding line-up of highly desirable beauty products. British military-inspired drum and flag performers animated the space, giving visitors the impression that they were watching a live Changing of the Guard ceremony at Buckingham Palace.

The DFS store in The Londoner Macao features a new concept called The Beauty Collective, showcasing today's trendy and emerging brands such as Malin+Goetz, Dr. Barbara Sturm and Tata Harper - all of which are exclusively available at DFS within the entire Macau travel retail network. These can be found alongside British beauty favorites including Burberry, Creed, Jo Malone London and Miller Harris, as well as DFS' first-ever Penhaligon's counter.

An exclusive Burberry Odyssey pop-up is also available for customers to try on the latest Burberry beauty products using augmented reality at the virtual beauty studio, as well as via live makeup demonstrations. Upon designated spending, visitors can receive an exclusive DFS holiday set or personalized Burberry charm and try their luck at the interactive games for a chance to win additional

gifts.

Shining a light on fashion watches and sunglasses, guests can have their pick among 36 brands available across the two categories. And finally, as visitors make their way to DFS' first-ever cross-category kids' area with its playful interior reflective of the famous London "tube" transport system, an exciting array of British brands including Alexander McQueen, Jellycat and Papinee are ready to entice both children and adults alike.



The cross-category kids area is designed with a playful interior inspired by London's tube transport system

"We are proud to continue to raise the retail bar in Macao with our latest opening at The Londoner Macao, giving us the chance to showcase the best of British brands for our customers. With this incredible array of beauty products, we are thrilled to bring London to Macao and once again demonstrate our leadership in innovative and exciting retail," says Johan Pretorius, Managing Director Macao, DFS Group.

"We are delighted to welcome DFS' newest store to Shoppes at Londoner and continue our long-term partnership. With a focus on authentic British brands and kids' elements, the new store perfectly complements The Londoner Macao's British-inspired ambience and offerings. It also helps realize our vision of building a family mall that has a luxury shopping experience with a mix of premium lifestyle components," adds David Sylvester, Executive Vice President of Global Retail, Las Vegas Sands Corp.

From now through the end of the year, guests who visit and shop at T Galleria by DFS, Macao, The Londoner can participate in the exclusive digital lucky draw for a chance to win exciting prizes. A fun-filled calendar of kids workshops and activations taking place throughout the store will also be available throughout November and December.