

DFS celebrates opening of T Galleria in Queenstown



T Galleria by DFS is Queenstown's first and only luxury emporium, boasting over 120 international and premium local New Zealand brands

DFS Group has opened its latest T Galleria by DFS store in the heart of Queenstown, New Zealand. In celebration, brand and media partners, social media influencers and VIP guests joined DFS for a preview event to discover the ultimate luxury shopping experience in the adventure capital - complete with store tours, live performances, in-store activations and a flash mob fashion show.

At the launch, shoppers were treated to a number of opening-weekend activities including watching local artist, Jessica Winchcombe, create a custom abstract artwork live in-store. Customers in attendance could bid on the work, with all proceeds going to [Sustainable Queenstown](#).



DFS hosted a preview event to allow invitees to discover the ultimate luxury shopping experience – complete with store tours, live performances, in-store activations and a flash mob fashion show

DFS also announced a partnership with world-renowned designer, [Karen Gee](#), who is known for her desirable made-to-measure designs. The Australian designer crafts women's garments of exceptional quality and structure using premium fabrics and couture techniques. Powered by tRetail Labs, DFS customers visiting T Galleria by DFS, Queenstown are able to book a session with Gee to create a bespoke piece.

T Galleria by DFS is Queenstown's first and only luxury emporium, boasting over 120 international and premium local New Zealand brands, nearly 40 of which are exclusively available at T Galleria by DFS, Queenstown. The two-level store is located across 1,800 square meters of the newly refurbished O'Connells complex and features fashion brands such as Chloe, Stella McCartney and Kenzo; beauty from Dior, Estée Lauder, Lancôme, Tom Ford, La Prairie, Clarins and Gucci; as well as a range of watches, wine, food and gifts. Additional brands and concepts will be added leading up to the store's grand opening event in March.

T Galleria by DFS, Queenstown also marks the first store in DFS' new "Resort Galleria" concept, which is being introduced across its global store portfolio. Casually sophisticated and inviting, the Resort Galleries will showcase curated assortments of the best international and local brands. In Queenstown, the store encourages visitors to live vibrantly, with its open and airy design boasting an informal yet elegant feel created from natural and sustainable locally sourced materials and featuring iconic New Zealand motifs.



T Galleria by DFS, Queenstown marks the first store in DFS' new "Resort Galleria" concept

"Opening in Queenstown heralds a number of 'firsts' for DFS - our first store in this exciting location, the first luxury offering in Queenstown and the largest in the South Island, our first Resort Galleria concept. We cannot wait to welcome visitors and local residents alike to our new store, and to make them feel at home with us," says Prashant Mahboobani, Vice President Retail Operations Oceania, DFS Group.