

DFS celebrates reopening of T Galleria Beauty in Macau



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DFS Group, Galaxy Macau store with a ribbon-cutting ceremony and VIP event on November 18.

Brand and media partners, social media influencers and VIP guests joined DFS and Galaxy Macau representatives for an evening of enjoyment including a special opening performance and store tours to experience everything that DFS' new retail store paradigm has to offer.

Featuring more than 70 brands across skincare, makeup, fragrances and haircare and ten of the most desired premium fragrance brands, T Galleria Beauty by DFS, Galaxy Macau is located within The Promenade Shops at Galaxy Macau, an award-winning luxury lifestyle shopping destination spread over 100,000 square meters.

During the opening, guests explored all that makes T Galleria by DFS, Galaxy Macau DFS' most digital store yet – from mobile point of sales throughout the store to enhance and expedite the checkout experience to DFS' first in-store live streaming studio. More is set to come in partnership with brands, as well as an experiential beauty bar featuring the [Meitu Magic Mirror](#) to virtually try on products.

Guests also discovered an exclusive DFS brand lineup including EviDenS de Beauté, Malin+Goetz and Farmacy Beauty in The Beauty Collective corner, DFS' first beauty concept dedicated to showcasing today's top new beauty brands while also providing an incubator space for emerging brands.

Located further within The Beauty Collective is the much-anticipated haircare corner, which

showcases an array of exclusive brands including Davines, Christophe Robin and Philip B – all of which are only available at T Galleria by DFS, Galaxy Macau within the entire Macau travel retail network.

With five new luxury treatment cabins from La Prairie, Valmont’s only Macau spa location and DFS’ best-in-class Beauty Concierge, visitors will have access to new personalized beauty services including Meitu Eve, a skin analysis service complete with customized product and treatment recommendations.

Centrally located and complementing the store’s floral theme, the interactive, multi-sensorial Holiday Garden pop-up encourages guests to continue their beauty journey and discover and experience the latest beauty brands and products. Engaging multiple senses an exciting lineup of creative workshops are available within the pop-up throughout November and December.

T Galleria Beauty by DFS, Galaxy Macau also marks the first “green” store within DFS’ network, focused on reducing carbon emissions and built using sustainable materials in line with the LVMH Initiatives For the Environment (LIFE) program. Fitted with low-energy consumption appliances, all energy and water consumption throughout the store is fully trackable, while internal protocols are able to identify abnormalities and quickly adjust consumption for efficiency and savings.

Similarly, state-of-the-art lighting solutions further reduce consumption, with more than half of the lighting fixtures designed and produced according to eco-design principles. Plus, more than 50% of the furniture and fittings in the new store was sourced from recycled material; more than 80% of the wood used is produced with Forest Stewardship Council wood; and over 80% of construction waste was recycled during construction.

“We are thrilled to welcome customers back to our newly-imagined store in Galaxy Macau, where a universe of beauty and excitement awaits. From iconic names to new and emerging brands, there is truly something for everyone, all offered within one of our freshest and most exciting store environments to date,” says Johan Pretorius, Managing Director Macau, DFS Group

“We are thrilled to partner with DFS to bring in Macau’s biggest DFS beauty standalone store and the first green store at Galaxy Macau. This is another testimony to The Promenade Shops’ commitment to bringing first-ever luxury lifestyle shopping experiences where shoppers can find something that suits their tastes. We look forward to more exciting globally first happenings in The Promenade Shops at Galaxy Macau in the future,” adds Kevin Kelley, Chief Operating Office Macau, Galaxy Entertainment Group.

In celebration of the reopening, from now through November 30, customers who visit T Galleria Beauty by DFS, Galaxy Macau will receive a complimentary door gift. In addition, visitors to the store can enjoy welcome food and drinks along with complimentary makeup services every Friday and Saturday until the end of the month. An array of exclusive gifts, offers and services are also available from several brands to round out the opening experience.

See below for more photos:





