

DFS celebrates the Year of the Rat at T Galleria and airport stores worldwide



Customers can look forward to a series of promotions, offers and engaging activities at DFS T Galleria and airport stores in celebration of the year of the rat

Luxury travel retailer DFS Group has organized a series of promotions, exclusive offers and fun interactive activities at its stores in celebration of the year of the rat.

From early January until February 16, 2020, downtown T Galleria and airport store windows will be transformed into fun-filled labyrinths depicting the Chinese characters of 'happiness' and 'rat', where customers can seek out DFS-exclusive products from brands such as Tiffany & Co., Clinique, Tom Ford, Moncler and Prada.

Additionally, DFS will also host a range of exciting activities for customers to experience local traditions celebrating Lunar New Year all over the world, including an auspicious lion dance, live music performances and personalized Spring Couplest in-store as well as various promotions and exclusive offers.

Commenting on the lunar new year activities, Ariel Gentzbourger, DFS Group Executive Vice President Merchandising said: "Lunar New Year is one of the world's most celebrated festivals and is a time for family, friends, giving, happiness and good fortune. DFS' 2020 Lunar New Year campaign is sure to delight anyone who visits our stores this season."

“As we welcome the Year of the Rat, we thank our loyal traveling customers and look forward to welcoming new shoppers who seek a luxurious shopping experience that only DFS can offer.”