

# DFS debuts Fenty Beauty by Rihanna in Macau and Hong Kong



Fenty Beauty by Rihanna will be available in downtown T Galleria stores in Macau and Hong Kong from September 3 onwards

DFS has announced that it will launch Fenty Beauty by Rihanna in its downtown T Galleria stores in Macau and Hong Kong on September 3. The retailer will stock the brand exclusively in Macau, while in Hong Kong, it will be one of the first retailers to introduce the brand.

Fenty Beauty by Rihanna is the result of a 2017 partnership between singer Rihanna and Kendo Brands, an LVMH-owned beauty developer. The latest expansion will allow the brand to be more accessible to Asian consumers.

Designed with Rihanna's vision of being inclusive, Fenty Beauty focuses on offering products for skin tones that are traditionally underrepresented in the beauty industry. Some of its popular products include the Profilt'r Soft Matte Longwear Foundation and the Invisimatte blotting powder.



The Profilt'r Soft Matte Longwear Foundation is touted as one of Rihanna's favourite make-up products

"I created Fenty Beauty because I wanted to make a beauty brand that is inclusive for people everywhere. I want everyone to feel beautiful, recognized and EMPOWERED, no matter their ethnicity, culture, skin tone or style," Rihanna said.

Commenting on the launch, Ed Brennan, Chairman and Chief Executive Officer, DFS Group said: "DFS Group is proud to unveil Fenty Beauty by Rihanna exclusively in Macau, and to be one of the first retailers in Hong Kong to debut Rihanna's critically acclaimed cosmetic label."

"We are delighted to partner with this multi-talented entrepreneur who embraces diversity, applauds curiosity and instils playfulness - qualities that we at DFS also value and promote."

The Fenty Beauty by Rihanna collection will be available at select DFS downtown gallerias and airport stores from 3 September.