

DFS enters the metaverse in beauty campaign



Customers can discover DFS World's interactive experiences, displays, offers and activations at T Galleria by DFS, Canton Road, Hong Kong

DFS Group is launching its first-ever virtual universe - DFS World - in conjunction with the launch of its largest-ever Annual Beauty Campaign.

Customers are invited to explore the DFS beauty-themed metaverse to capture exclusive DFS NFTs; discover interactive experiences, displays and limited-time offers; and enjoy in-store activations.

The Open Up Your Horizons campaign invites customers globally to discover the "limitless possibilities of beauty", from premium skincare and fragrances to new and emerging trends.

Featuring three themes, the campaign celebrates "confident, daring and imaginative beauty connoisseurs" in real life as well as in the metaverse.

The first beauty theme, Effortless, Not Lazy, displays easy, timesaving looks for on-the-go low maintenance.

Next, Stay Up, Glow Up showcases late-night party looks and morning-after skincare recovery.

Finally, Future You makes every face metaverse-ready with luminous, fluid cosmetics and fragrances inspired by digital filters and virtual worlds.

In stores, the campaign is brought to life with super-saturated colors and hyper-real models who represent the “exuberance and diversity” of DFS’ global customers, the operator says.

Upon spending a designated amount in-store, customers will receive a Beauty Guide mystery box, each containing a random Beauty Guide collectible figurine, with five styles to collect.

The figurines have detachable body parts, allowing customers to mix and match to create their own Beauty Guide.

An invitation card to visit DFS World can be found inside the box, as well as instructions to redeem a complimentary, exclusive NFT as users navigate the metaverse.

Upon entering DFS World, a cast of virtual characters guides visitors through fun, interactive games and experiences. They can catch a special-edition DFS butterfly NFT at the Landing Zone or test their reflexes with the speed challenge at the NFT Wonderland.

Inspired by the campaign’s three themes and top products, each of the butterfly NFTs feature vibrant colors and textures.

Visitors can also discover experiential multi-brand and premium brand zones from Guerlain, Estée Lauder, YSL Beauty and Giorgio Armani, with new zones and surprises launched regularly.

Across DFS stores worldwide, customers are invited to participate in in-store makeup demonstrations, personalized beauty workshops and services, music performances, lucky draws and raffles.

The Annual Beauty Campaign runs from 1 August to 30 September in selected DFS locations, including Auckland, Guam, Hong Kong, Honolulu, Los Angeles, Macau, New York Okinawa, San Francisco, Saipan and Sydney. Abu Dhabi and Bali promotions run from 1 September to 31 October.