

DFS Group launches annual Masters of Time celebration



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DFS Group is launching the 13th edition of its renowned Masters of Time and a pop-up exhibition at Shoppes at Four Seasons this month – an annual celebration of artistry, craftsmanship and innovation in the worlds of watchmaking and fine jewelry.

Masters of Time is recognized as the leading timepiece and fine jewelry showcase and premier retail exhibition globally. Created by DFS in 2008 to bring the best brands in the world of watchmaking, and their ambassadors, together with enthusiasts and collectors, Masters of Time is a signature event in DFS' Masters Series, which showcases the retailer's leadership and innovation in curating exceptional luxury experiences.

Marking 13 years of partnership with Shoppes at Four Seasons at the Sands Resorts Macao, Asia's leading integrated resort destination, on this acclaimed annual event, the 13th Masters of Time collection will be unveiled on November 15 through a unique pop-up exhibition in T Galleria by DFS, Macau, Shoppes at Four Seasons and then celebrated with a Masters Awards gala event on December 3. The collection will be open to the public and available for purchase in Macau from November 15 to February 28.



This year marks the inauguration of DFS World – the first luxury travel retail metaverse – within Masters of Time



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DFS World

The exhibition will feature an exclusive portfolio of more than 330 watch and jewelry pieces from over 40 esteemed houses including an additional 12 brands joining for the first time. Masters of Time offers an entirely new way of discovering and experiencing these masterpieces as DFS will “Elevate the Moment” by presenting some of these creations within its own DFS World.

This year marks the inauguration of DFS World – the first luxury travel retail metaverse – within Masters of Time, with the launch of 15 digital art pieces in collaboration with artists Pixsims and Didu Didu. Converting digital art into NFTs, DFS aims to create an immersive and digitally driven experience, transforming the virtual world with the best curated luxury items that the retailer has to offer. Visitors also have the chance to win digital collectibles along their unique and interactive journey within DFS World.

DFS' Masters Awards

Celebrating the excellence of watchmaking and fine jewelry, DFS' Masters Awards will be held for the

second year since its inauguration in 2021, recognizing mechanical marvels and creations from the world's most prestigious houses.

This year's awards program features a specially selected and independent panel of renowned industry experts, designers and social media influencers who will evaluate the pieces from finalists including Jaeger-LeCoultre, Bovet, Bell and Rose, Bulgari, Van Cleef & Arpels and more, for their timelessness, technical excellence, craftsmanship, innovation and extraordinary artistry. They will then vote for the outstanding winners in six categories: Master of Watches, Master of Jewelry, Petit Hero, Excellence in Innovation, Excellence in Craftsmanship and Excellence in Jewelry Design.

The panelists will be led by Carson Chan, head of the Greater China mission for the Fondation de la Haute Horlogerie, and include Vianney Halter, the master of chronometers esteemed for his own technical patents and trademarked designs; watch collector Lung Lung Thun; watch expert Sean Li; Maggie Henriquez, CEO at Baccarat; jewelry connoisseur and fashion stylist Faye Tsui; and Charlene Lau, Head of Department Jewels, Hong Kong at Phillips auction house.

In addition to the six award categories, a further People's Choice award will honor the most popular timepiece or jewelry piece as voted by the public. Customers can vote in DFS World for their favorite pieces from the 18 shortlisted Masters Awards nominees, while enjoying an interactive and entertaining Masters of Time online exhibition.

The 13th edition of Masters of Time will also feature a number of exclusive masterclasses in partnership with international maisons including Bulgari, Qeelin and Guerlain, rounding out a panoply of singularly intimate experiences curated by DFS for collectors and first-time customers alike.

See more photos below:



