

DFS Group launches global luxury loyalty program



DFS CIRCLE invites customers to discover the world of luxury, earn more rewards and join a community rich in experiences; the program has been designed to replace its predecessor, LOYAL T by DFS



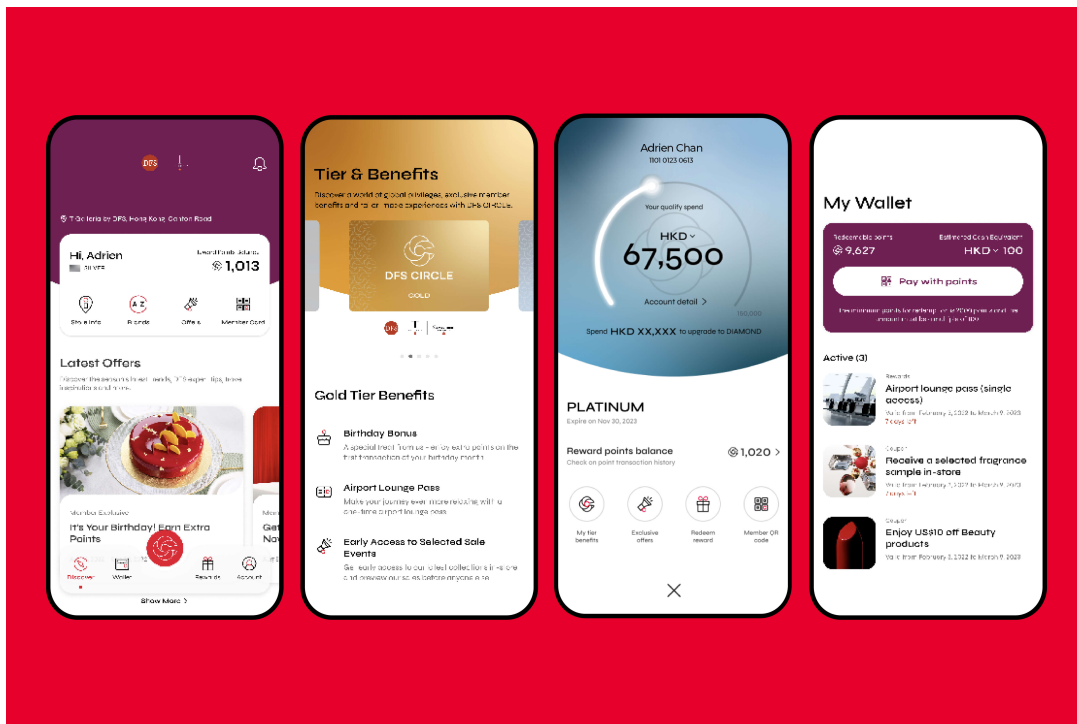
DFS Group has unveiled DFS CIRCLE, a cutting-edge global loyalty program designed to replace its predecessor, LOYAL T by DFS. Demonstrating DFS' "unwavering commitment to innovation, DFS CIRCLE elevates the customer experience and redefines the boundaries of customer-centric

indulgences," shares the company.

According to the Group, DFS CIRCLE provides a personal journey of exploration and discovery. Members can collect rewards and benefit from curated experiences, while staying connected at every step via the [DFS CIRCLE mobile app](#) or WeChat Mini Program.

The new program showcases DFS' commitment to creating unparalleled experiences by rewarding customers faster, with more benefits, in over 20 destinations worldwide. The loyalty program is described as a community where DFS and like-minded members bond over shared values and a passion for personal indulgence.

"Experience a new era of exclusive rewards and global luxury with DFS CIRCLE. With access to over 750 of the world's most coveted luxury brands, customers can indulge in a journey of exploration like never before. From in-store perks to airport lounge access, our elevated services and seamless points currency cater to your every need. Get inspired by the endless earning and redemption opportunities and join us in discovering a world without limits – with DFS CIRCLE, the possibilities are endless," says Long Chiu, Executive Vice President Digital Ventures and Marketing.



Customers can learn more about DFS CIRCLE on [DFS.com](#) or via the DFS CIRCLE app

DFS Circle: an introduction to the program

- DFS CIRCLE introduces silver, gold, platinum and diamond membership tiers and one exclusive (by invitation-only) Ambassador tier; members can earn more and fast-track their status
- DFS CIRCLE offers a variety of exclusive privileges, rewards and benefits available in over 20 designations worldwide; from airport lounges passes to a luxury around the clock global travel concierge service
- DFS CIRCLE app allows DFS to interact with members more effectively by providing targeted offers and rewards tailored to their needs and preferences

An elevated experience

The launch of DFS CIRCLE is also the first time customers are introduced to DFS' new and official Chinese name "迪斐仕" (dí fěi shì), which conveys DFS' unique positioning as a global luxury travel retailer.

Customers can learn more about DFS CIRCLE on [DFS.com](https://www.dfs.com) or via the DFS CIRCLE app.

To celebrate the program launch, members in Macau can receive a crossbody phone strap when spending MOP\$2,000 (US\$250), while new members in Hong Kong can redeem a HK\$150 (US\$20) beauty coupon when spending HK\$5,000 (US\$640) on fashion, watches, and jewelry items (terms and conditions apply).