

# DFS hosts charity event to celebrate beauty and positivity



The event at T Galleria by DFS, Sydney welcomes VIP customers, media, fashion designer Karen Gee, contemporary art dealer Lyons Gallery and global beauty representatives

DFS Group transformed its store in the historic Rocks area of Sydney on 5 August into a heart-warming celebration to kick off its annual beauty campaign, in partnership with the Look Good Feel Better Australia (LGFB) charity.

The exclusive evening at T Galleria by DFS, Sydney welcomed VIP customers, media, fashion designer Karen Gee, contemporary art dealer Lyons Gallery and global beauty representatives.

The Sydney store opened exclusively for guests throughout the evening to shop fashion, beauty, watches and jewelry.

Guests were invited to participate in a silent auction to take home hampers from Givenchy, Estée Lauder and Sisley, with all proceeds going to Look Good Feel Better Australia.

This free, national community service program is dedicated to helping adults and teens manage the appearance-related side-effects of cancer treatment. Through LGFB, beauty professionals volunteer

their time and expertise to teach patients tips to maintain their appearance and regain their confidence.

DFS has pledged to donate a percentage of all beauty sales in August and September in addition to proceeds from the event ticket sales and silent auction.

During the event, Pam Clifford, a representative of Look Good Feel Better Australia and three-time cancer survivor, Clifford spoke on behalf of thousands of cancer patients undergoing chemotherapy, which can often lead to negative self-esteem.

Clifford concluded her speech by sharing how grateful she is to be a cancer survivor and thanking attendees for their “generous and immeasurable gift of hope”.

Prashant Mahboobani, DFS Vice President of Operations for Australia and New Zealand, said, “It is our honor to partner with Look Good Feel Better Australia to host this exclusive evening with our valued customers here in Sydney, as part of our global annual beauty campaign.

“DFS is proud to stand with LGFB to empower cancer patients across Australia to face their diagnosis with confidence.”